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Heritage Awareness in County Wicklow.

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HERITAGE AWARENESS IN COUNTY WICKLOW

SUBMITTED BY

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ENVIRONMENTAL HEALTH AT

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ABBREVIATIONS

C.A.P	Common Agricultural Policy
N.H.A	Natural Heritage Area
O.P.W	Office of Public Works
R.E.P's	Rural Environmental Protection Scheme
S.A.C	Special Area of Conservation
S.P.A	Special Protection Area
S.P.S.S	Statistical Package for Social Sciences

ABSTRACT

This research project investigated the community's current level of heritage awareness in County Wicklow. The study was initiated by Wicklow County Council and the Heritage Council in response to objective 1, action 1.2 of the County Wicklow Heritage Plan 2004-2008, which pointed to the need to undertake a study to determine public attitudes towards heritage, and to gauge the current level of awareness about heritage in the county. The findings of this research are being used on an ongoing basis by the Wicklow County Council and the Wicklow Heritage Forum to inform the decision making process concerning the direction and priorities of the County Wicklow Heritage Plan. This research has also directly influenced the bi-annual Wicklow Heritage Newsletter, initiatives that provide heritage training for members of the public and the promotion of best practice in the provision and development of walking trails.

The Heritage Office of Wicklow County Council with the support of the Heritage Council commissioned Dublin Institute of Technology to do this research. The study was carried out by Anne Dagg from Dublin Institute of Technology working alone under the direction of Dr. Pat Dargan.

This is the first such study carried out at county level and is being used as a model by other local authorities. A scientifically based mix of qualitative and quantitative data collected by postal survey and face to face interview is used in the compiling of the study. The parameters of the study are modelled on the 1995 National Awareness Survey carried out by Lansdowne Market Research for the Heritage Council.

The study shows that Wicklow people consider the protection of heritage as very important and equate the protection of Wicklow's heritage with "protecting our identity". Although they are most aware of built heritage, they are primarily interested in natural heritage and are more interested in visiting heritage within Wicklow than in other areas of Ireland. They have a strong sense of awareness of old architectural features as heritage while recognising that modern structures have the potential to become heritage in the future.

Residents see Wicklow County Council, The Department of the Environment and the Office of Public Works as the organisations that have the greatest positive effect on heritage in the county.

Residents believe that property developers and the Department of Agriculture are the agents with the greatest negative effect.

There is a low level of knowledge of the laws protecting heritage and there is also a lack of awareness of the County Councils heritage role and initiatives. In contrast there is a strong sense of government participation in heritage and approval of incentives by the government to encourage heritage preservation.

Overall the most intentionally experienced form of heritage was buildings. The most frequently visited heritage was Glendalough Monastic Settlement, Wicklow Gaol and Baltinglass Abbey. The natural heritage of greatest interest was coastal walking routes, Wicklow Mountains National Park and Glendalough. Also there is a strong sense of utilising the natural environment for leisure activities such as walking. Visiting heritage sites is seen as the main source of information on heritage while the majority of people feel they need more information and are interested in improving their knowledge. The main motivational factor for visiting heritage was physical beauty of the areas visited followed by the need for relaxation and a "day out".

Factors cited as inhibiting people from visiting heritage were the lack of information and cost while for the 15-24 age group the main reason was a lack of transport. People are deterred from visiting heritage by poorly maintained walking routes, car park charges and entry fees. They are also concerned about the problem of litter.

Introduction

This research study was initiated by Wicklow County Council and the Heritage Council in response to Objective 1, action 1.2 of the County Wicklow Heritage Plan which pointed to the need to “carry out a study to determine public attitudes towards heritage in County Wicklow and to gauge the current level of awareness about heritage”. It was decided that scientifically produced accurate data on people’s attitudes and awareness of heritage was essential to give direction to heritage initiatives and as a guide in formulating and prioritising work programmes for inclusion in the County Heritage Plan. A further requirement of the study was that it should be capable of use as a control against which changes in attitude to and awareness of heritage could be measured over time.

Dublin Institute of Technology were commissioned to carry out the research. The work was completed by Anne Dagg under the direction of Dr Pat Dargan. The researcher is a native of County Wicklow with a particular interest in the history and environment of the county and this was the stimulus for the researcher carrying out the study.

This study is unique in being the first to be carried out at county level. It is modelled on the National Awareness Survey carried out in 1995 by Lansdowne Market Research. Its scope has been broadened to investigate areas not explored in the National Survey. A further requirement of this study was that comparisons could be made from the county to the country level should this ever be required. It is an unusual study in that it is not just academic research but is also being applied in practice to shape and inform the County Wicklow Heritage Plan.

The research objectives for this work are divided into the following main and subsidiary aims.

Aim

Examine the current level of heritage awareness in County Wicklow and assess the attitudes of the community with regard to heritage at county level.

Research Instruments

The research instruments decided upon to collect the data were the questionnaire and in depth interviews. To fulfil the objectives of the research the work had to be conducted effectively and efficiently in order to produce valid results within the time and budgetary constraints. As no previous study has been conducted at county level secondary sources of information were analysed for concepts that would help improve the research design. A review of the National Awareness Survey was found to be particularly helpful and relevant. The information gained from the totality of secondary research reviewed was used to inform the approach of this researcher's primary research.

The population of County Wicklow as shown by the 2002 census was 88,850 people. This study is based on a random sample of the population over fifteen years of age to enable comparisons to be made with the National Awareness Survey. 2000 postal questionnaires were issued and with 285 postal returns. A further 215 questionnaires were completed by personal interview.

Participants were selected by two forms of random sampling. The methods chosen for the study were simple random and cluster sampling. The voting register and a telephone directory were used in drawing up a mailing list to ensure the survey forms were geographically distributed throughout the county. The postal survey would limit the categories selected from the population and restricting sampling to this method would exclude some categories and groups within society. To overcome this limitation cluster sampling was carried out by the use of personal interviews. This ensured a more representative sample across all categories of the population. was selected.

A combination of quantitative and qualitative research methods produces the most objective results. The quantitative aspect of this research is the questionnaire survey while the qualitative aspect was the planned and detailed interview. It is important for accuracy to use more than one method of data collection as the use of a multi-method approach can help to reduce bias in the result and gives greater validity and reliability.

The form of the questionnaire was shaped by discussion with academic researchers with expertise in market research and statistics, Heritage Officers, and members of the Heritage Council. The types of questions were linked to the research aims and objective and the individual questions were composed to reflect the research issues being considered.

The questionnaire was critically evaluated to determine whether respondents were likely to answer questions honestly. Questions were kept short to avoid respondents becoming confused.

All postal questionnaires were accompanied by a cover letter of introduction stressing the importance and benefits of the research and a pre-paid envelope to encourage recipients to reply. Each postal questionnaire was accompanied by a brief explanation of the study and the expected time it would take to complete it.

Multiple choice questions were used as they offer respondents a number of specific alternatives. This type of question is easier to analyse. Care was taken in construction of the questionnaire to ensure that all potentially important response categories were included. A disadvantage of the postal questionnaire is that response rate can be as low as 13 percent and it cannot be assured that respondents provide accurate or reasonable answers to all questions. The response rate in this study was 14.25 percent.

Cluster samples were selected using the Local Electoral Districts and randomly selecting a number of districts to sample within. This ensured that all categories of the population over 15 years were represented. All those participating in the research did so on a voluntary basis.

Objectives

- 1 Determine what people understand as heritage.
- 2 Assess their opinions on the importance of heritage.
- 3 Assess their expectations of heritage attractions.
- 4 Develop an understanding as to why sectors of the community may not participate in heritage.
- 5 Examine the role government agencies play in preserving heritage within the county.
- 6 Consider what initiatives the public see as helpful in raising awareness of the value of heritage in the county.

Chapter One: Review of the Literature

1.1 Heritage and the Visitor

Before commencing a study of 'heritage' it is important to define what is meant by the term. Heritage can be looked at on two levels. Firstly it relates to a physical entity broadly shaped by human action (Layton and Ucko, 1999). Secondly, heritage can be defined as an expression of the meanings, values and claims placed on that inherited material (Hodder, 1993:17). The United Nations Educational, Scientific and Cultural Organisation (UNESCO), at their convention in 1972 concerning the protection of world cultural and natural heritage, define heritage as an inheritance 'our legacy of the past, what we live in today and what we pass on to future generations' (UNESCO, 1997)

The dictionary definition of heritage is: inherited property, inherited characteristics and anything transmitted by past ages and ancestors (Chambers, 1992). In the Heritage Act 1995 the national heritage includes: monuments, archaeological objects, heritage objects, architectural heritage, flora, fauna, wildlife habitats, landscapes, seascapes, wrecks, geology, heritage gardens and parks and inland water ways (Anon, 1995). Subjects and objects of cultural and written significance to a region and its people may also be heritage (Anon, 2004).

The 1983 English National Heritage Conference defined heritage as: 'That which a past generation has preserved and handed on to the present and which a significant group of population wishes to hand on to the future' (Hewison, 1987).

Heritage changes over time in the way it is presented and also in the ways in which the public reacts to its presentation. In the view of Shouten (1995) heritage is not history, it is the past processed through mythology, ideology, nationalism, local pride, romantic ideas, or just plain marketing into a commodity. Gruffudd (1995) argues that heritage is an all-embracing concept that applies equally to landscapes, customs and narratives of identity.

The term 'heritage' is used in a wide variety of contexts. In recent years it has been increasingly employed to describe virtually anything by which some link, however tenuous or false, can be made with the past. The more traditional use of the term relates to the natural world, buildings and monuments, the arts, social customs and traditions (Johnson & Thomas, 1995). As heritage has become more closely linked with tourism, the diversity of sites described as 'heritage' has increased (Herbert, 1995a). In tourism, the term 'heritage' has come to mean not only landscapes, natural history, buildings, artefacts, cultural traditions and the like which are literally or metaphorically passed on from one generation to another, but those among these things which can be portrayed for promotion as tourism products (Prentice, 1993).

The question of whether the needs of the tourist industry threaten to contaminate or misuse the concept of heritage is actively debated: 'Some of what now purports to be heritage has been antiqued, not only in appearance but, rather more sinisterly, in being presented as if it was significant historically as well as being ennobled by time' (Fowler, 1989).

There is a distinction between natural heritage, drawing its qualities from nature, and places which become heritage because of their association with people or events. It must be realised that heritage has a human element embedded in its meaning, and it is not just about the past. It is about the continuous progress of people and how they interact with the environment both natural and built. It is also about the interaction of people with a physical place, personal and inherited memories, a sense of identity and diverse cultural resources. If heritage is to be preserved the public need to be aware of its significance, its vulnerability and most of all have respect for its value (Herbert, 1995a).

1.2 Heritage in Wicklow

The Heritage Plan for County Wicklow 2004-2008 sees the counties heritage as consisting of a range of elements that give the area its unique character (Anon, 2004).

Heritage is important in terms of retrieving a cultural identity. The core of national cultural heritage is comprised of hundreds of traditions (Darmawan, 2004).

As noted earlier there are many definitions of heritage. Some focus on one element of heritage while others look at all the elements as a collective term. A distinction is often made between natural heritage which draws its qualities from nature, and places which become heritage sites because of their association with people or events. McManus (1997), in her paper on Heritage Tourism in Ireland sees the classification of heritage as having two elements (people and landscape) as a false dichotomy as they are intertwined from the earliest times.

In contrast other researchers suggest that heritage can be put into sections such as natural, environmental, man-made and cultural heritage. The term heritage has also been used in relation to the natural world, to buildings, monuments, the arts, and to social customs and traditions. There is a danger however, in thinking that the elements that comprise heritage can exist independently of each other.

Each sector of society may have different priorities regarding heritage. Archaeologists are concerned with cultural heritage and the relics of the past. The agricultural sector is motivated by economics and not necessarily interested in the preservation of heritage, unless it involves grant schemes such as Reps (Rural Environmental Protection Scheme). The tourism sector is concerned with marketing the Irish landscape and the nation's heritage as a commodity to attract visitors and generate revenue (Hewison, 1987).

The Irish people generally, regard heritage as part of where they live and of what they are as a nation. This compartmentalisation should be avoided, and heritage should be treated using an integrated approach, and all sectors of the community need to realise that their actions impact on heritage. This is particularly important in relation to the conservation and preservation of heritage (www.heritagecouncil.ie).

The significance of heritage is linked to how the past conditions the present in terms of the attitudes of a people. It influences the way people behave and how they interact and mould with the physical geography of an area (Aalen, 1997).

To gain a deeper understanding of heritage it is useful to look at why people place a significant value on it. It seems that heritage gives a perspective on place and reinforces a sense of identity. History and tradition are very important in Ireland. An illustration of this can be found in the 1988 Bushmills advertising campaign. Their slogan reads '380 years of practice makes perfect'. This is a reference to the granting of the companies licence in 1608 and illustrates that the past is significant and engenders a sense of pride. (Royale, 1989).

Early farming practice has left its scars on the Irish landscape (Aalen, 1997). The Ordnance Survey Maps show field boundaries, stonewalls and field banks that survive from a past agricultural system such as on Aran Island's (McAfee, 1997), or the Neolithic farmers walled field systems found at the windswept Ceide Fields in Mayo (Viney, 2003). Much of Ireland's agricultural past can be read on the ground, but as circumstances change so may the landscape.

An example of this changing landscape is the destruction of Irish hedgerows. In County Wicklow hedgerows became a feature of the landscape in the eighteenth century. This was due to the improvement and enclosure of pastureland and the planting of hawthorn (*Crataegus monogyna*) to stabilise earthen banks. The Royal Dublin Society offered grants to landlords for planting hedgerow trees leading to widespread enclosure of fields (Nairn and Crowley, 1998).

Field systems and abandoned settlements provide valuable information about Ireland's past. Rathes, cashels and crannogs were the homes of early peoples, while in time peasantry lived in unstructured clustered settlements with the absence of services. These settlements known as clachans or clochans have been found on the fringes of the Wicklow Mountains in the 1900's (Evans, 1992).

Ireland has a very rich heritage. The character of our country is rooted in our towns, rural places; buildings and nature reserves (Starrett, 2000). Starrett (2000) sees Irish people's perceptions of heritage as highlighted in the Heritage Council's National Survey on

Heritage Awareness in Ireland as dangerously confining. Conservation of buildings and monuments will not safeguard heritage. Protecting the environment is also fundamental.

There is increasing pressure on the landscape of Wicklow due to urbanisation and industrialisation stimulated by the demand for housing and other facilities. This is particularly so on the eastern coastal plains and in the west Wicklow lowlands.

These infrastructural elements are often located in environmentally sensitive areas (Nairn and Crowley, 1998 p121).

1.3 The Economic Significance of Heritage

Heritage is economically, socially, politically and scientifically significant (Hall and McArthur, 1993). Strategic interest in the contribution of heritage to tourism and regional development is based upon a number of factors. Firstly, heritage attractions are indigenous, distinct and unique in their reflection of heritage. Secondly, they enliven, enhance and animate naturally occurring themes and storylines from which much marketing imagery of tourist destinations is derived for example the literary heritage of Yeats, Behan and Joyce. Thirdly they provide a stable base of visitor activity suffering less from the vagaries of market demand than other types of attraction (Stevens, 1995), and fourthly, in the context of sustainable development, heritage attractions form a primary area of policy development for sustainable tourism (Bord Failte, 1993).

1.4 Heritage Diversity in County Wicklow

1.4.1 Landscape

County Wicklow is an area of great natural and topographic diversity, and has been described as having a variety of natural beauty heightened and improved by the hand of art (Bartlett, W.H p108-124). The topography of the county is mountainous and most of the county is more than two hundred metres above sea level. Over one third of the county is more than three hundred metres above sea level. Wicklow's mountains

dominate the landscape, and run in a Northeast to Southwest direction across the county. They are mainly composed of granite.

These granite formations resulted from colliding continents over four hundred million years ago. As the molten granite solidified it baked adjoining sedimentary rocks (slate and mudstone) to form mica-schist.

Mica schist peaks occur on many mountains such as Lugnaquilla, Djouce, Tonleagee and the cliffs west of the Wicklow gap (Nairn and Crowley, 1998).

Wicklow has a narrow coastal strip of sixty six kilometres in length which is renowned for its shingle and sandy beaches. Other notable natural features of the landscape are the rolling foothills, forests, coastline, and lakes with attractive views and prospects. Gley soils are commonly found where there is poor drainage, such as in the extreme coastal region and are derived from calcareous marine mud (Nairn and Crowley 1998 p108).

The glaciers which covered Wicklow in three different expanses of ice contributed significantly to the shaping of Wicklow's physical appearance with its distinctive glaciated "U" shaped valleys such as Glendalough and Glenmalure. Moraines and Corries, and glacial lakes such as Lough Ouler and Lough Nahanagan along with other glacial and peri-glacial features and landforms exist throughout the county. Another legacy of glaciations in the Wicklow Mountains is the high concentrations of lead, and zinc. These deposits provided employment for inhabitants who mined these ores in various parts of Wicklow from medieval times until the middle of the last century. Mining areas within the county included Glendalough, Glenmalure, Avoca and Glendasan (Nairn and Crowley, 1998). Many of the geo-morphological landscapes within the county occur as a result of glaciation. The Valley of Glendalough is the most spectacular and best known landscape of this type in Wicklow. Other features of interest at Glendalough include the delta separating the upper and lower lake and a hanging valley. The Glen of the Downs is a prime example of a glacial overflow channel and is also a designated nature reserve. Glenmalure is a glaciated trough and has a number of hanging valleys. Co Wicklow is the location of the last surviving glacial melt-water delta in the east of Ireland at the Upper Lockstown on the Kings River west of the Wicklow Gap (An Foras Forbartha, 1981).

Due to high rainfall and acidity, peat has accumulated to form bogs that now cover extensive areas of the country with the Wicklow Mountains being no exception (Viney, 2003). These bogs are of little use for agricultural purposes, but have proved very useful in the past as a source of fuel. The evidence for this can be seen in the high faces of the 'turf banks' where turf was cut.

Peat covers much of the higher hills of Wicklow and supports vegetation such as ling heather (*Calluna vulgaris*), bell heather (*Erica cineria*), common cotton grass (*Eriophorum vaginatum*) and purple moor grass (*Molinia caerulea*). The peaty blanket also supports perennial plants such as sedges, and bog mosses which have adapted to the harsh mountain conditions. The Wicklow Mountains are of marginal importance to agriculture and the area is mainly used for grazing sheep. Bellamy (1986) indicates that the Sally Gap is the only area of intact blanket bog remaining in the east of the country and it is worth preserving because of its numerous pool systems, headwater streams, and characteristic raised bog plants. The Glenealo Valley west of Glendalough, is a valley of blanket bog and heath and is a designated nature reserve (Viney, 2003). Liffeyhead is a fine example of high altitude blanket bog and is located between the Tonduff and Kippure mountains (Nairn and Crowley, 1998). The latter has experienced some turf cutting and burning by farmers to secure fresh grazing for livestock. It also has an abundance of well-developed flora.

1.4.2 Woodland

In 1841 three and a half per cent of Wicklow was woodland (Nolan, 1994). Today Wicklow has about 18 per cent forest cover (Kelly-Quinn, 1994). These woodland areas vary from commercial plantations of exotic conifers to semi-natural woodland such as in the Glen of the Downs which is mainly oak (*Quercus petraea*), holly (*Ilex aquifolium*), and hazel (*Corylus avellana*). This woodland habitat supports much ground flora such as calcifuge plants, and unusual species of birds are present. Part of the woodland has been designated a nature reserve (An Foras Forbartha, 1981) (Anon, 1997).

At Powerscourt Waterfall there is an area of open oak-wood. The moisture from the waterfall helps support a rich bryophyte and fern population while the trees support many lichen species. The river valley has many tree species with some naturally occurring fringes of hazel (*Corylus avellana*), and alder (*Alnus glutinosa*) on the sandy and rocky areas around the river. Mature beech trees (*Fagus sylvatica*) present in the valley serve as a host for various types of fungi. The Dargle river valley has oak woodland and hazel scrub. This area also supports some uncommon plant species (An Foras Forbartha, 1981)

Other examples of deciduous woodlands in the county are to be found at Ballinacor, Glencree, Knocksink and Glenealy woods. Ballinacor has some very old oak trees while Glencree has a mixture of oak, birch, hazel and aspen (*Populus tremula*). Flora such as woodrush (*Lusula sylvatica*), and various species of mosses and ferns also exist in these woods. Knocksink Woods near Enniskerry village have mixed deciduous trees of coppice origin (Murphy, 1999). There are also conifer plantations along the Glencullen River and both of these woodlands support a rich variety of ground flora and insects. The area has springs, which are protected by the EU Habitats Directive, and is a nature reserve administered by the Parks and Wildlife Service of the Department of Heritage and Local Government. The dry river gorge at Poulaphuca has beech woodland, with some laurel (*Prunus laurocerasus*) and sycamore (*Acer pseudoplatanus*). A most interesting feature of the ground flora is that it includes rock cress (*arabis hirsute*) (An Foras Forbartha, 1981), (Anon, 1997).

Conifers have been planted in Wicklow at least as far back as 1831 when the Coronation Plantation was laid down near the Sally Gap in honour of the crowning of King William IV (Kelly-Quinn 1994). The planting of conifers by the State began at Avondale in 1904 when it became the first Forestry Research School in Ireland (Anon, 2000). The planting of conifers spread from there to the glens Wicklow by the 1920s. By the 1950s conifers were being planted up to an elevation of 440 metres. At present the majority of these plantations are crops Sitka Spruce (*Picea sitchensis*) which is a species native of Western North America (Kelly-Quinn 1994).

1.4.3 Coastal areas

Brittas Bay and Buckroneys boast the presence of extensive sand dunes with well developed plant communities. The area has many interesting floral species such as rushes (*Juncus acutus*), green flowered hellebore (*Heleborus viridis*) and meadow saxifrage (*Saxafraga granulata*) all of which are protected under the Wildlife Act 1976 (Casey, 2003). The fen at Mizzen Head known as Buckroneys Marsh has marsh ferns (*Thelypteris palustris*).

On Bray Head a variety of habitats is found on scree and drift deposits. The area has various invertebrate fauna and is rich in Lepidoptera species. Many sea birds such as various seagulls, fulmar (*Fulmaris glacialis*), and black guillemot (*Cephus grille*) inhabit the area (An Foras Forbartha, 1981).

A shingle ridge known as the Murrough occupies almost the entire coastline between Wicklow and Greystones. Interesting features of the area include lagoonal marshes and a lake named Broadlough. An area known as the Breeches has a well developed salt marsh, while there are fresh water marshes near Wicklow town (An Foras Forbartha, 1981). These marshes have diverse floral species (Curtis and Skeffington, 1998). The dry sandy soils of the area have plant species such as (*Trifolium subterraneum*), and rough clover (*T. scabrum*). The area has sixty species of bird including Bewick's swan (*Cygnus columbarius*), wigeon (*Anas clypeata*) and greylag geese (*Anser anser*). The annual breeding cycle of these birds is influenced by weather conditions and flooding patterns (An Foras Forbartha, 1981).

Ferrybank in Arklow is an eroded and modified dune system. The area is the habitat for a hybrid horsetail (*Equisetum moorei*). This plant is known only from the Wicklow/Wexford coastline. Marsh plants are present at the lagoonal lake and pochard duck (*Aythya farina*) and swans winter in this area especially in severe weather conditions. Maherabeg sand dunes are of interest because of the presence of unusual flora and fauna. Several uncommon plants are found at the location, for example the sedges (*Carex muricata*), and (*Carex vesicaria*) (An Foras Forbartha, 1981).

1.4.4 Lakes

A number of lakes are scattered throughout the county. These lakes have acidic waters and are home to interesting plant species. Lough Bray is one of the most spectacular corries in the east of Ireland. Lough Ouler is another acid lake surrounded by a variety of habitats including heath and blanket bog. The adjacent cliffs are rich in alpine vegetation and other plant species. Lough Tay and Lough Dan are also acid lakes with Lough Dan being a corrie (Anon, 1997), (An Foras Forbartha 1981).

Until the recent past arctic charr (*Salvelinus alpinus*) were found in both of these lakes but recent studies indicate they are now extinct there. Brown trout (*Salmo trutta*), and minnow (*Phoxinus phoxinus*) are also found in these upland lakes (Igoe *et al*, 2005). Phoulaphuca and Vartry reservoirs support a wide variety of wildfowl that include greylag geese, and three species of duck, mallard (*Anas platyrhynchos*), teal (*Anas crecca*) and wigeon (*Anas Penelope*) (An Foras Forbartha, 1981).

1.4.5 Animal Life

Most of Ireland's native mammal species are to be found in the Wicklow Mountains National Park. (WMNP, 2003). A large population of deer occupy the open hill areas. The native red deer (*Cervus elaphus*) population of Wicklow probably became extinct around the first half of the 18th century (WMNP, 2004). Since then, non-native red deer and sika deer (*Cervus Nippon*) have been introduced into the area and have become hybridised. This has given rise to a population which now consists of sika or sika-like deer, characteristically found near coniferous plantations and red like red/sika hybrids associated more with the open hills (Harrington, 1973). Fallow deer (*Dama dama*) are found in lowland areas of east Wicklow. Wild goats (*Capra hircus*) can be seen in the Wicklow Mountains National Park and the Irish Mountain Hare (*Lepus timidus hibernicus*) is present throughout the Wicklow uplands (WMNP, 2004). Foxes (*Vulpes vulpes*), badger (*Meles meles*) and hare (*Lepus timidus hibernicus*) are all found throughout the county, while otter (*Lutra lutra*) are known to feed along some of the larger rivers. Red squirrels (*Sciurus vulgaris*) are commonly seen in pine woodlands such

as those around the Upper Lake at Glendalough (WMNP, 2004). This species is under threat from the grey squirrel (*Sciurus carolinensis*), a North American species which was introduced into Ireland in the nineteenth century (Nairn and Crowley, 1998).

The designation of much of the Wicklow uplands as a National Park gives protection to the habitat of wild birds and wild animals that live there. More than 80 different bird species use the Park for breeding, feeding, hunting or sanctuary (WMNP, 2004). Over the open moorland raptors such as the peregrine falcon (*Falco peregrinus*), the kestrel (*Falco tinnunculus*), the sparrow-hawk (*Accipiter nisus*) and merlin (*Falco columbarius*) can be seen hunting their prey. Other species in the hills include the red grouse (*Lagopus lagopus*), meadow pipit (*Anthus pratensis*) and skylark (*Alauda arvensis*). In the oak woodlands, wood warbler (*Phylloscopus sibilatrix*), redstarts (*Phoenicurus phoenicurus*) and woodcock (*Scolopax rusticola*) breed, feeding on the numerous insects which the oak woods provides (WMNP, 2004). Less common birds such as whinchat (*Saxicola rubetra*), ring ouzel (*Turdus torquatus*) and dipper (*Cinclus cinclus*) are also present in the Park (WMNP, 2004).

1.4.6 Archaeological Heritage

Wicklow is richly endowed with prehistoric, Early Christian and medieval built remains which were used for military, defensive and religious purposes.

Arguably the most impressive prehistoric site is the hill top fort at Rathcoran north of Baltinglass which includes a passage tomb at the summit (Grogan and Kilfeather, 1997).

The best known religious site in Wicklow is the monastic settlement at Glendalough. This was founded in the 6th century by Saint Kevin. The archaeological remains there now date mainly from the 8th to the 12th century, (Anon, 2003).

The Anglo-Normans first settled in Ireland in the 12th century. They built the first castles in Wicklow. These were designed for military and defensive purposes. An early example is the remains of the building near Wicklow Harbour known as Black Castle

which dates from the late 12th century (Anon, 2000). A castle was also built at Arklow and at Newcastle (Leask, 1951).

Aalen, (1978) believed that archaeological sites are significant for the picture they provide of the evolution of Irish settlements and how humans have shaped the landscape over time. There is little remaining evidence of dwellings from the prehistoric period. This has been attributed to factors such as the abundant use of wood, lack of tools to work stone, and the practice of transhumance whereby early farmers are believed to have moved livestock to new pasture once grass had been depleted. The earliest large-scale monuments in Wicklow are from the Neolithic period. This was a period where the practice of farming brought with it communal burials in tombs. Many megalithic tombs exist in North and West Wicklow with smaller clusters south of Rathdrum and east along the coast to Brittas (Grogan and Kilfeather, 1997)

Wicklow has three examples of portal tombs sometimes referred to as 'Dolmens' or 'cromlechs'. These structures are comprised of two portal-stones often with a sill stone between them, 2 side stones and a back stone. A capstone which may be large sits on the back and portal stones (Grogan and Kilfeather, 1997).

Passage tombs are impressive stone structures which were generally located on hilltops. They are comprised of a circular cairn or mound, with a passage of considerable length leading to a chamber close to the centre of the mound. Typically the passage is walled with large standing stones and roofed by large flat stones. The burial chamber may likewise be walled by standing stones but may be roofed with large flat stones if the span is wide enough. Wicklow has four passage tombs, and a good example of one is found on Baltinglass Hill (Herity, 1974). Cairns are mounds of loose stones with a domed top. Their functions included use as burial sites boundary monuments and commemorative monuments. Wicklow has a total of forty cairns (Grogan and Hillery, 1993).

Wedge tombs are so-called because of the wedge shaped burial chamber. These tombs were constructed between 3,500 and 4,000 years ago. Four wedge tombs and single burial sites from the Neolithic period have been excavated in Wicklow. Single burial sites are characterised by a mound often constructed of sods and usually containing a rectangular or polygonal cist. These graves contain human remains and pottery.

Forty Bronze Age burial sites have been found in County Wicklow dating mostly from the Early Bronze Age. Artifacts such as bowls, vase urns, and food urns have been recovered at these sites. Bronze Age burials tended to be in cists or pits with pits becoming more common in the late Bronze Age. The burial sites tend to be in low-lying fertile areas (Grogan and Kilfeather, 1997).

Bronze Age burials known as barrows are sub-divided into those with a central mound ring barrow and ring ditch and those with a flat centre, a bowl barrow and large mound with no berm surrounded by a fosse. Tumuli are earthen mounds used to cover burial sites dating from the Neolithic Period and the Bronze Age. Wicklow has a possible twenty five tumuli but it is difficult to categorise some of these (Grogan and Kilfeather, 1997).

Wicklow has a wealth of ritual monuments that include standing stones, stone circles and rock art that indicate communal activities took place at these sites. Stone circles are a type of ritual monument that are features in the landscape of upland areas. These ritual sites can be traced back to both the Neolithic and Bronze Age (2600-1800 BC). Stone circles are usually linked to ceremonial events and their use may have been guided by solar events. Some of the stone circles in Wicklow are not intact stones were removed from the site at Baltinglass during road construction. Athgreany otherwise termed the "Pipers' Stones" is a stone circle with fourteen boulders and a possibly inscribed outlier. Ballycorrigreen otherwise known as the 'Druidical Circle' is a large stone circle 45 metres in diameter but is not intact as several stones are missing from the circle. Castleruddery was a large stone circle with forty stones and is surrounded by a bank of soil and clay and has kerbing with low stones (Burl, 1995).

Standing stones are a common feature of the county and consist of single upright stones many of which date from the Bronze Age (Stout, 1994). These are thought to have ceremonial or ritual significance. In some cases they were also used as boundary markers.

Ogham is a unique form of writing found only in Ireland which spans the later pre-historic and early Christian period. It is suggested that the earliest use of this script dates

from the late fourth century AD, before the introduction of Christianity into Ireland. These inscriptions on standing stones are typically ceremonial or monumental in nature and are not used in ordinary communication. There is an ogham stone five and a half miles south of Wicklow Town at the roadside in Castletimon and another located at Donore village Green (Brennan, 1994) (Grogan and Kilfeather, 1997). Hill forts are imposing roughly circular enclosures, smoothly ramparted in stone. Some hill forts were built in the Late Bronze Age. These structures marked a period in history where power and status was structuring society.

The remains of many ring forts can still be found in Wicklow, although in recent years some of these have been damaged by agricultural or commercial development work. Ring forts were small settlements surrounded by one or more earthen embankments in a roughly circular shape. The interior diameter ranges between fifty and two hundred feet. The interior is sited on a natural or artificial mound. These ring forts were not used as military defensive structures and most of them were farmsteads. The embankments served to keep livestock from straying. The buildings within the forts did not survive as they were made of wattle and daub. Some ring forts have been dated to the Iron Age but most would not have been in existence before the early medieval period. In total there are one hundred and eighty five ring forts and ring fort sites in Wicklow (Grogan and Kilfeather, 1997) (Anon, 1955).

1.4.7 Architectural Heritage

County Wicklow has a rich architectural heritage, all of which bear witness to the complexity of the county's social structure and changing patterns of settlement. Black Castle near Wicklow harbour and the ruins of the monastic settlement at Glendalough are among the earliest architectural remains in Wicklow. Only part of a south west tower and a section of a south east wall of Black Castle remain. The most impressive architectural remains at Glendalough is the cathedral dedicated to Saint Peter and Saint Paul (Leask, 1959).

With the waning of the Crown's influence in the mid 1300s power rested with local lords of both Gaelic and settler descent. They erected an Irish form of private castle called the tower house to protect their territories. Examples of these are to be found at Kiltimon (c. 1550), and at Threecastles (c.1500).(Anon, 2003).

When Wicklow was shired in 1606 the county was in theory at last brought under Crown control. Castles and tower houses continued to be occupied and by the end of the 17th century more peaceful conditions saw the beginnings of a transformation from defensive and religious building to the construction of domestic structures. Following the Williamite Wars (1689-91), Wicklow, like the rest of Ireland, experienced a relatively tranquil period which lasted up to the outbreak of rebellion in 1798. During this period the county's major landowners built new mansions in the prevailing architectural styles. Powerscourt House (1731-40) was built on the site of a former tower house, and Russborough House in West Wicklow was built in the years 1741 to 1748. These houses are examples of Palladian mansions, a style of architecture named after the 16th Italian architect Andrea Palladio (1508-80). Clermont House, Saundersgrove House and Rossana House all show the influence of Palladianism (Anon, 2003).

By the middle of the 18th century many members of the prevailing political and landowning establishment were confident and wealthy enough to construct large new houses. David La Touche built Bellvue House at Delgany (1740-89) and Ralph Howard built Shelton Abbey near Arklow (1770-1819). Avondale House was built (1746-1813), and may have been designed for the Hayes family by James Wyatt. The house is best known as the former home of Charles Stewart Parnell (Anon, 2003).

Lower down the social ladder the country gentry also began to build new houses. An example is Ballyrahan House, situated about equidistant from Shillelagh and Tinahely. It shows that the Palladian style also influenced the architecture lower down the social scale (Anon, 2003).

During this period Wicklow's landowning classes fostered the establishment and development of their estate towns and villages. Examples are Blessington which was developed in the late 17th century by Archbishop Boyle, and Dunlavin which was the creation of the Tynte family of Tynte Park. The Market House (1743) in Dunlavin is the village's centrepiece. Stratford on Slaney is another example and was established by Edward Augustus Stratford the 2nd Earl of Aldborough during the 1780s as a model village based around the textile industry. Wicklow's landed classes sitting as the Grand Jury which was the form of local government of the period built the County Gaol in Wicklow Town (1702) (Anon, 2003).

Most of the population of 18th and 19th century Wicklow worked on the land and lived in single storey thatched, rectangular houses, that were one room deep and built of local materials. These were sometimes extended length wise and a loft added. An example of this vernacular architecture survives between Delgany and Killincarrig (pre 1700) The house known as Michael Dwyer's Cottage at Derrynamuck is another example of the vernacular 'long house type more common in the upland areas (Anon, 2003), (Aalen, 1994).

Bray is the largest town in Co Wicklow. The population of Bray at the beginning of the 20th century was 7,500. The population now is 26,216 (Census, 2002). The Vikings established a small settlement at the mouth of the river Dargle in 790, which became in time Bray town. By the end of the 18th century Bray was a medium sized market town and in 1804 three Martello towers were built along the coast at Bray to help repel a feared invasion by the French. Only one of these towers remains.

The railway came to Bray in 1854 and this lead to the further development of the town which became a well known seaside holiday destination. The Bray esplanade modelled on that at Brighton was laid out by William Dargan the railways engineer.

Bray has associations with many well known figures from both literary and political spheres. Oscar Wilde was a visitor to Bray as his father had property at Strand Road, and James Joyce lived at number one Martello Terrace for four years from 1887. Cearbhail O'Dalaigh the fifth president of Ireland was born at 85 Main Street in 1911 (Flynn, 2003).

1.4.8 Cultural Heritage

Wicklow's cultural heritage has been moulded and shaped by the major historical events outlined here. The county has a rich and diverse cultural heritage and has been a place of human habitation since Neolithic times. It's easy access from the sea and the mountains that lie across the central area of the county have shaped the history and development of the county. The low lying eastern coastal area in particular was influenced by successive influxes of immigration including the Vikings in the 9th century. These were the people who first built the towns of Wicklow and Arklow (Anon, 1997). Then in the 12th century

the Anglo- Normans came into Ireland and some settled in the east Wicklow coastal strip. The Anglo- Normans built the first castles in Wicklow and throughout Ireland.

The main plantation of Wicklow with English settlers was carried out during the 16th and 17th centuries (Anon, 2003). The higher ground and mountain areas remained largely inaccessible up to the early 1800s and there a Gaelic culture was preserved until the early 17th century. With the ending of the Williamite Wars (1689-91) Wicklow like the rest of Ireland entered a period of relative peace lasting for over a century. This comparative political tranquillity was ended with the outbreak of rebellion in 1798. In that year the United Irishmen, inspired by the ideals of the French Revolution attempted to gain independence from Britain by force of arms and with French support. The Rebellion and its aftermath left an indelible mark on politics and society in Ireland generally, but nowhere more so than in Wicklow; which with Wexford, was the scene of much of the fighting. There were major battles at Newtownmountkennedy, and one at Arklow that was critical to the outcome of the rebellion. (Anon, 2003).

After the defeat of the rebels at Vinegar Hill large numbers of insurgents retreated to the Wicklow mountains in an attempt to continue the rebellion until French help arrived (O'Donnell, 1994). Most of the rebels had surrendered by the end of the year including 'General' Joseph Holt from Roundwood (1756 -1826). A small group lead by Michael Dwyer of Glen Imaal (1772-1825), continued their resistance until the end of 1803 when they finally surrendered and were transported to Australia (Bartlett, 1994), (Anon, 2003). After the rebellion was ended the government planned to make the Wicklow mountains more accessible, particularly for military operations.

A road some 56 kilometres long was built from Rathfarnham County, Dublin to Aughavannagh thereby creating easier access for soldiers and artillery. The construction of this road was started in August 1803 and it was completed in 1809. Five Military barracks were built in conjunction with the road. These were at Glencree (1806), Laragh(1804); Drumgoff (after 1803); Leitrim (before 1809); and Aughavannagh (1803) (Anon, 2003). Following the defeat of Napoleon at the Battle of Waterloo in 1815 the Military Road and the military barracks became obsolete in a military sense (Anon, 2003). The road now serves as a local access route and provides easy access to some of the most spectacular scenery in the county. The Glencree Barracks is used as a centre for

peace studies. The Laragh barracks is a private residence and the one at Aughavannagh is a youth hostel. The other two are ruins.

The effects of the Great Famine (1845-1849) and the tide of emigration that followed saw Wicklow's population drop from 126,143 (1841) to 98,979 (1861) and to 78,697 (1871). Following the famine there was a rise in agrarian agitation and in an attempt to pacify the country successive Land Acts were passed in the period from 1870 down to the early twentieth century. These acts transformed Wicklow's landholding system from a small number of estates owned by landlords to one of owner occupancy. These changes freed up land for development, particularly on the edges of towns. Here the aspiring middle classes availed of the opportunity to erect a type of dwelling largely new to the country: the suburban villa. Greystones has examples of these at the Burnaby estate (Anon, 2003).

1.4.9 Social Heritage

The Wicklow coast was considered hazardous to shipping and in the interest of safety the lighthouse at Wicklow Head designed by John Trail went into service on the first of September 1781.

The first life boat service to be established in Ireland by the Royal Lifeboat Institute was in Arklow (1825). In 1825 a lightship was positioned at Arklow Bank to warn shipping of the danger there. In 1834 a coastguard station was established in Bray.

From the middle of the 19th century commerce thrived in Wicklow's coastal towns. Improvements to the harbour at Wicklow allowed larger vessels to dock there. The improvements included a breakwater, the Steam Packet Pier; and the East Pier. Arklow was then also a busy port with more than eighty vessels and an import and export trade. In the nineteenth century it was the largest schooner port in Ireland. Exports from Arklow included the one from the Avoca mines. A large fishing fleet was also based in Arklow port in the nineteenth century.

The harbour in Bray was completed in 1897 and this facilitated the docking of vessels and the transfer of cargoes of coal, slate imports and exports of timber and grain (Flynn, 2003) and (Grogan and Hillary, 1993).

1.5 Heritage Conservation and Legislation in Wicklow

In Ireland the Department of the Environment, Heritage and Local Government manages the State's responsibility for built and natural heritage. It has a range of policy, regulatory, educational and promotional roles in this regard. Ireland's National Heritage Plan was published in 2002. A main objective of the plan is the protection of heritage and the promotion of its enjoyment by all. A key concept of the plan is to 'place the protection and enjoyment of heritage at the heart of public life'. The Plan aims to increase community ownership of the protection of heritage and to enhance the role of Local Authorities in heritage protection and management (www.irlgov.ie).

In every country which attempts to conserve parts of its built heritage through legislation; the detailed form of that legislation and the manner of its change over time are crucial. The precise wording of Acts, once passed may seem academic to the public but to those deeply involved in the practicalities of conservation, words matter (Larkham, 1995). Closely worded legislation is needed to achieve good standards of conservation as the tension between development and preservation is always present.

Responsibility for conservation and preservation rests in the public domain, and national and local government must define the rules for conservation and preservation, and accept the roles of guardianship and custodial care of historical heritage. When national and regional strategies for preservation are in place and are accompanied by quality planning, high standards can be achieved (Herbert, 1995a).

The Wildlife Act 1976 (Ireland) is an enabling act for the conservation and protection of natural heritage such as certain wild creatures and flora. It enabled the establishment and maintenance of wildlife reserves and refuges and the establishment of a wildlife advisory council (Anon, 1976).

The legislative protection of built heritage sites has a relatively long history compared to that for natural heritage. The resource being protected generally has a rarity value, together with specific historical or cultural significance and has inherent archaeological

or architectural quality. The day-to-day policing of national heritage have been the responsibility of professionals whose approach invariably places preservation above amenity (Stevens, 1995).

Heritage places include historic buildings or monuments, which bear the distinctive imprint of human history. Their interest may derive from architecture or design, from historical significance, or from a combination of these attributes. Heritage places in this sense are linked with people, events, activities and in a wider sense, with cultures, societies and economies (Herbert, 1995a).

Visitor pressure can impact physically on heritage sites and may increase the problems of conservation which are already present (Cleere, 1989). There may be stresses on the fabric of monuments from pollution or traffic vibration, or on included artefacts and decoration from exhaled gas, abrasion by touching, walking or defacement by souvenir hunters or the application of graffiti. Many such visitor impacts can be avoided by a combination of restricting numbers and visitor-education policies (Shackley, 2003)

1.6 Heritage Preservation

It is important in considering heritage to focus on preservation for unless a significant value is attached to a nation's heritage it is at risk of being unrecorded lost, or destroyed. To this end there is extensive legislation, both European and national enacted for the conservation and protection of heritage.

Archaeological monuments were first protected under the Church Act 1869 (Anon, 1869). The earliest legislation pertaining to the protection of monuments was the Ancient Monuments Protection Act of 1882 and the Local Government (Ireland Act) 1925 (Anon, 1925). This gave local Authorities the power subject to an owners consent to become guardians of ancient and medieval structures.

The Heritage Act, (1995) established the Heritage Council as an independent statutory body in the Republic. The council was given responsibility for proposing policies and priorities for the identification, protection, preservation and enhancement of the national heritage. The Act defines heritage as including monuments, archaeological objects,

heritage objects, architectural heritage, flora, fauna wildlife habitats, landscapes, seascapes, wrecks, geology, heritage gardens parks and inland waterways.

The Act also includes guidelines on conservation and tourism development (Anon, 1995).

The Heritage Council's functions include the promotion of interest in heritage, fostering a sense of pride in the subject and the education of people about heritage. The council aims to facilitate the appreciation of our national heritage by promoting activities relating to these functions.

All archaeological monuments are protected under the National Monuments Act 1930-1994. The National Monuments Service (NMS) has an extensive list of all such monuments and sites known as the Record of Monuments and Places. This piece of legislation is useful as it safeguards monuments and sites through the use of a permitting system. Any person wishing to undertake work on a monument or at a site must give notice to the National Monuments Service two months prior to works being undertaken.

This time period give the NMS time to advice on procedures necessary for the carrying out of works. The NMS also has the authority to place temporary and permanent preservation orders on endangered monuments (Teagasc, 1998). Where the State feels it is necessary it can undertake preservation work on monuments. This process does not affect the owner's title to the monument. Where developments are proposed on or near an archeologically significant site the local authority must refer the application to the National Monuments and Historic Service.

They will provide advice which should be considered when the proposal is being assessed. Where archaeological excavations are to take place they must be carried out under licence which is obtained from the (NMS). The National Monuments Act 1930-1994 is important as only a relatively small selection of ancient sites and monuments (800) are under state control. To protect these monuments and sites, the Record of Monuments and Places records their significance and in doing so assists in their preservation. (www.heritagedata.ie/en/nationalmonuments).

Field monuments are very vulnerable, and the National Monuments Act has not always been sufficient to care for the growing number of monuments.

The numbers increased from 1075 in 1970 to 2055 in 1980. Many field monuments are in danger due to agricultural practices and other land use activities (Cabot, 1985). Cabot notes that from the mid nineteenth century to the late 1960's, forty-six percent of ring forts in Cavan were destroyed while Dublin lost fourteen percent of its known monuments from 1930 to 1975 (Cabot, 1985).

Amongst the incentives for the protection of built heritage is the provision of tax relief. Owners or occupiers of approved buildings can apply for tax relief to allow them to repair, maintain or restore the building. The provisions of this tax relief are outlined in Section 19 of the Finance Act 1982 (Anon, 1982). To avail of the tax relief the building must be deemed to have significant scientific, historic, architectural or aesthetic quality. An additional clause in the scheme is that the public must be permitted a period of access to the building each year.

The Planning and Development Act 1993 regulating development was published in response to the Supreme Court ruling concerning developments at Mullaghmore in County Clare and Luggala in County Wicklow. The ruling concluded that there should be public consultation for developments proposed by the Planning Authority. (Dáil Éireann Debate, 1993).

Under the Planning and Development Act 2000 local authorities must maintain a record of protected structures. This record also forms part of the Development Plan. The Local Government Planning and Development Bill 1998 and the Architectural Heritage (National Inventory and Historic Monuments Miscellaneous Provisions Bill 1998 provide for the employment of a Conservation Officer by the local authority (Freyne, 2003).

The Rural Environment Protection Scheme (REPS) actively encourages conservation of archaeological features within planned agricultural land use (O'Sullivan, 1996). REPS is an agri-environmental measure included in the CAP Rural Development Plan. One of the objectives of REPS is to protect wildlife habitats and endangered species of flora and fauna. (Anon, 1999)

Cultural heritage is increasingly considered in the planning and development process by both developers and local authorities. The Environmental Assessment Framework developed by the European Community will have an increasing influence on decision making with regard to Ireland's cultural heritage. Both Environmental Impact Assessment (EIA) as amended by (Directive 97/11ec; Council of the European Union 1997) and Strategic Environmental Assessment (SEA) (Directive 2001/42 EC; European Parliament and the Council of the European Union, 2001) require consideration of cultural heritage. These are the only two pieces of legislation which actually refer to cultural heritage. The legislation is legally binding on member states, and allows flexibility in the way states choose to implement it. However, the objectives outlined must nonetheless be met.

Preservation of cultural heritage comes within the scope of a number of European Community policies. Article 151 of the Treaty establishing the European Community states that "The community shall contribute to the flowering of the cultures of the member states while respecting their national and regional diversity and at the same time bringing common cultural heritage to the fore" (European Treaty Article 151).

Tax relief under Section 2, Finance Act 1969, Section 14, Finance Act 1994 and Section 195 Taxes Consolidation Act 1997 allows for income earned by artists, writers, composers and sculptors for the sale of their work to be exempt from tax where the work is of cultural or artistic significance (Anon, 1997b).

An Environmental Impact Assessment (EIA) is required under 85/837/EEC Directive. The directive gives a list of projects for which an EIA is mandatory in Annex I and a list of projects in Annex II for which member states shall determine the need for an EIA on a case-by-case basis through the examination of threshold criteria. For projects listed in Annex II the member states must take account of selection criteria set out in Annex III. These criteria refer to the characteristics and location of projects and potential impacts. The project location is examined in terms of whether it is designated as a protected area. For example, areas of historical importance, densely populated areas and landscapes of historical, cultural or archaeological significance are examined (Anon, 1985).

The performing of an EIA is worthwhile as it identifies the significant aspects and features of an area. This is done at the screening stage. The EIA requires the developer to assess the possible effects of the scheme upon the environment. The process was introduced at European level in 1985 in the Directive on Environmental Assessment (85/337/EEC). It was signed into national law by member states and was amended in 1997 by Directive 97/11/EC.

The Strategic Environmental Assessment (SEA) directive was adopted in 2001. The SEA process is a systematic and comprehensive procedure used to evaluate the environmental effects of a policy plan or programme and to identify alternatives to overcome those effects. A report is drawn up identifying and evaluating all effects both positive and negative. It examines the duration of the effect whether it is short, medium, long term or permanent. The objective of the directive is to encourage sustainable development through carrying out of an EIA and by integrating environmental considerations into sustainable development plans and programmes.

Annex II recommends that the value and vulnerability of an area be examined with regard to special characteristics and/or cultural heritage. It is an important tool in promoting the conservation of heritage (Anon, 2001).

Due to the level of development over the last decade many changes have occurred to both the natural and built environment with new socio-economic uses being found for some heritage buildings. It is unrealistic to expect old buildings to be frozen in time especially in light of current property values. Heritage buildings, that are to undergo a change of use, should be protected against demolition or inappropriate redesigning.

1.7 Natural Heritage Protection

It is important for Ireland to protect its natural heritage and this fact is reinforced when one sees that many countries have lost unique habitats through economic development. Ireland lags somewhat behind its international counterparts in protecting habitats with only one per cent of the national territory given the strict protection of inclusion in National Parks and Nature Reserves. This is compared with an average of twelve per

cent in other developed countries (Viney, 2003). During the 1930s Ireland's goldfinch population was being depleted through trapping and exporting birds for the English market. The proposed Protection of Wild Birds Act 1930 would make these illegal practices. This move met with political objection. Sean Lemass who was later to become Taoiseach was of the opinion that, "If the economic situation becomes better" then "we can afford to indulge in luxury legislation of this kind, but we must put the necessities of human beings before those of wild birds" (Lemass, 1930).

Since Ireland joined the European Economic Community (now the EU) concern for wildlife species has been given expression by the introduction of conservation directives from Europe. For example the Birds Directive (Council Directive 79/409/EEC, 1979) was signed into law in 1985. This legislation deals with the conservation of bird species and their habitats and requires that EU member states undertake measures to adequately conserve bird species and habitats. The legislation also required the establishment of special protection areas (SPAs) for species listed in Annex I.

The EU Habitats Directive (Council Directive 92/43/EEC) makes provision for identifying areas of scientific interest. The designation of natural heritage areas is an extension of the identification of areas of scientific interest. The Habitats Directive (Council Directive 92/43/EEC, 1992) signed into law in 1997, deals with the protection of flora and fauna, the maintenance and restoration of natural habitats and the establishment of Special Areas of Conservation (SAC's) to secure biodiversity. These SACs identify natural habitats which are at risk of disappearing, are rare or outstanding examples of a certain type of habitat. The Regulations transposing the Habitats Directive (the European Communities) (Natural Habitats) Regulations 1997 are significant as they made provision for the establishment of special protection areas (SPAs) and SACs as well as introducing protection measures for both types of area. This body of legislation has a significant impact on conserving biodiversity (Anon, 1997a).

Ireland has protected Natural Heritage Areas (NHA's) which were formerly referred to as Areas of Special Scientific Interest. There were 1,200 areas identified throughout Ireland in 2003. Some of the outstanding nature areas were placed on a list of Special Areas of Conservation and included in a European network for outstanding nature conservation sites known as Natura 2000. Designation as an NHA has implications under the planning

process. Details of NHA areas are supplied to the Local Planning Authority and this is taken into consideration in making decisions on planning applications. Damage to NHAs is prevented by the refusal to grant permission for any development which could adversely affect these areas.

To comply with European legislation Ireland has designated areas of natural heritage and adopted plans to protect nature. A National Biodiversity plan has been prepared under the United Nations Convention on Biodiversity. A priority list of species and habitats to be protected has been drafted. This list may influence farming practice and policy and the workings of government departments usually not concerned with nature conservation.

Special Protection Areas are areas that conserve bird and animal species and habitats of European importance. These areas are under state protection. A survey carried out from 1992 to 1994 identified SACs, which met the criteria in the Habitats Directive. In 1997 there were one hundred and nine Special Protection Areas (SPA's) covering an area of 230,000 hectares. Since February 1995, the Wicklow Mountains National Park has been classified as an important ornithological site, and was designated an SPA (Special Protection Area) under the EU Birds Directive as were other natural heritage areas meeting the criteria.

As Ireland is an island it has a maritime heritage. The Department of the Marine was established in 1987 and its main function is to preserve and protect the marine environment.

The greatest danger to fish species has come from over fishing traditional whitefish. Many trawlers have turned their focus to fishing for species that are unprotected by EU fishery quotas. Bottom trawling has damaging effects on Atlantic cold-water corals. Protection of the seabed and sustainable use of natural resources need to be the focus of new legislation.

The Whale Fisheries Act 1937 banned the hunting of whales, dolphins and porpoises within Irish waters. The ban also prohibits all Irish registered ships from hunting certain species of whale outside the limits of the state. In 1991 Ireland declared its waters a

dolphin and whale reserve. This was the first European whale and dolphin sanctuary (Anon,1937).

Much of the work necessary to protect Irish natural heritage is undertaken by non-governmental agencies. Many of these agencies have conducted inventories of flora and fauna and landscape studies such as the study on mining activity in Avoca (Gray, 1996). Examples of non-governmental agencies who participate in natural heritage conservation include the Irish Peatlands Conservation Council. Their work has helped prevent the destruction of peat bogs for fuel production and gardener's peat mixes. By the year 2000 the number of intact raised bog had declined to less than 22,000 acres. These were all zoned for protection. The Irish Peatlands Conservation Council purchases intact and threatened bog land. The goal of both governmental and non-governmental agencies is the protection of natural heritage by protecting nature.

Another significant government scheme is the provision of grants to farmers and corporate interests to plant trees. While the planting of fast growing conifers is grant aided there is a financial incentive built into the scheme to encourage growing broadleaf species. It is intended that trees will cover one-fifth of the countryside by 2030 (Anon, 1996). Wicklow already has eighteen per cent forest cover (Kelly-Quinn, 1994). There are also grants available for the restoration of neglected native woodland. Another important project was the Peoples Millennium Forests when a native broadleaved tree was planted for every Irish household. There are two of these woods in Co. Wicklow, one at Ballygannon Wood near Rathdrum and one at Kilbride Wood near Arklow.

Directives and Campaigns such as the blue flag award for clean beaches can increase awareness of natural heritage. Another example is the Red Data Scheme devised with a view to identifying and protecting vulnerable or threatened species of flora and fauna and as an aid in deciding on Special Protection Areas for Birds (Whilde,1993). EU funding has benefited numerous projects including the CORINE database (coordination of information on the environment). The programme uses satellite imagery to record Irelands land use. There are forty-four classes and the database includes the percentage area of each land cover class.

The Wildlife Act was passed into law in 1976 and came into operation in June 1977. It superseded earlier legislation in the form of the Game Preservation Act 1930 (Anon, 1930a) which was predominantly concerned with game conservation and the Wild birds (Protection) Act 1930 (Anon, 1930b). The Wildlife Act aims to provide for the protection of flora and fauna, the conservation of important ecosystems, trade in and movement of wildlife. It also controls hunting, the development and protection of game resources and the regulation of their use. Under the Act Ireland has sought to protect sixty eight species of flora, all bird species and twenty two animal species. The Act gives nature reserves a legal status. The Wildlife (Amendment Act) 2000 (Anon, 2000c) amended the Wildlife Act, 1976. The aims of the Act were to:

- Provide a mechanism to give statutory protection to NHAs;
- Provide for statutory protection for important geological and geo-morphological sites, (including fossil sites) by designation as NHAs;
- Improve some existing measures, and introduce new ones, to enhance the conservation of wildlife species and their habitats;
- Enhance a number of existing controls in respect of hunting, which are designed to serve the interests of wildlife conservation;
- Broaden the scope of the Wildlife Acts to include most species, including the majority of fish and aquatic invertebrate species which were excluded from the 1976 Act;
- Introduce new provisions to enable regulation of the business of commercial shoot operators;
- Ensure or strengthen compliance with international agreements and, in particular, enable Ireland to ratify the Convention on International Trade in Endangered Species (CITES) and the African-Eurasian Migratory Waterbirds Agreement (AEWA);
- Increase substantially the level of fines for contravention of the Wildlife Acts and to allow for the imposition of prison sentences;
- Provide mechanisms to allow the Minister to act independently of forestry legislation, for example, in relation to the acquisition of land by agreement;
- Strengthen the provisions relating to the cutting of hedgerows during the critical bird-nesting period and include a requirement that hedgerows may only be cut during that period by public bodies, including local authorities;

- Strengthen the protective regime for Special Areas of Conservation (SACs) by removing any doubt that protection will in all cases apply from the time of notification of proposed sites; and give specific statutory recognition to the Minister's responsibilities in regard to promoting the conservation of biological diversity, in light of Ireland's commitment to the UN Convention on Biodiversity. (www.npws.ie/en/Legislation/WildlifeAmendmentAct2000).

The habitat protection measures in the Wildlife Act were constrained as it depended on the co-operation of landowners. This changed with the introduction of European legislation in the form of the Habitats Directive.

Protection of the natural environment through legislation needs to recognise that Ireland's rural economy is very dependent on agriculture. A depleted rural community would see a loss of traditional farming and a deterioration of the natural environment. The EU directive known as the Early Retirement Scheme 72/160 EEC has important regulations associated to prevent a rural exodus. The aim is to keep rural communities alive. This initiative was further strengthened by the review of the Common Agricultural Policy (CAP). The aim of CAP is to increase productivity by promoting technical progress while providing farmers with a stable living. The reformed CAP scheme was adopted in 1990 (Anon, 1990).

The EU Rural Environmental Protection Scheme (REPS) was devised by the EU as a reform of CAP. The scheme has a large budget to encourage farmers to reduce farm pollutants, reduce livestock numbers; preserve wildlife; and rehabilitate hedges and field walls on their holding (Teagasc, 1998) (DAFF, 1996). The scheme sets out to promoting an image of a clean nature-friendly countryside. By the end of 1999, forty-three thousand Irish farmers had enlisted in REPS. Most of them had holdings of less than one hundred acres.

The Leader Scheme was first established in 1990. The scheme is currently administered by the Department of Agriculture, Food and Forestry. The scheme helps to develop rural areas by means of agricultural restructuring, the training of farmers; the renovation and development of villages; the protection and conservation of local heritage; and the promotion of tourism and craft activities. The 1994-99 Leader II programme was

implemented by Local Action Groups who proposed initiatives such as the development of heritage trails, historic sites and the identification and preservation of local architectural heritage (DAFF, 1995).

Under the LEADER scheme, grants are available to farmers for the provision of tourism leisure facilities. Bord Failte assists in administering this scheme in conjunction with the Department of Agriculture, Food and Forestry. The core of the scheme is to provide tourists with accommodation and attractions such as open farms or farm museums.

Chapter Two: Research Methodology

2.1 Introduction

The objective of this chapter is to discuss the manner in which this research project was conducted. The research instruments are explained (the questionnaire and in depth interviews), the statistical tests (chi -square tests) described and the timeframe associated with the data collection process is noted. The chapter is intended to offer a greater understanding of the benefit, validity and limitations of the research programme. In the course of the chapter the researcher will justify and explain the use of both the questionnaire and the interview as the methods of data collection selected for this research.

2.2 Research

No evidence of previous studies of community heritage awareness levels on a countywide basis was uncovered. It was decided to investigate not only heritage awareness levels, but also public attitudes to heritage. Klimoski and Schmitt (1991) view research as the means by which we become more informed and make potentially more valid decisions. Gilson and Nelson (2000) cite the definition "Research is the systematic and objective identification, collection, analysis, dissemination and use of information for the purpose of improving decision making related to the identification and solution of problems (or opportunities).

2.3 Research Format

There are several important characteristics basic to the concept of good research. Domegan and Fleming (2000), write that good research must be methodology led, decision driven and information orientated. It should be well organised and planned in advance. The researcher must consider the reliability and validity of the research

(Domegan and Fleming, 2000). Validity of research is defined as the degree to which the research design measures what it is supposed to measure. Reliability is the degree of consistency or dependability with which an instrument measures the attribute it is designed to measure (Polit and Hungler, 1997).

This research is considered valid as a random sample of the entire population of fifteen year olds and over in County Wicklow was selected. This was to allow for comparisons between the County survey and the National Awareness Survey. This acknowledges that all elements of the population have a calculated non-zero probability of selection (Brannick and Roche, 1997). The theory behind using such a sample is that using a subset of elements in the population, in this case residents in County Wicklow, can provide information which describes the entire population (Brannick and Roche, 1997). Whilst the results of a similar study in a different region may not yield the same findings, the methodology employed for this study can be easily replicated and is therefore deemed reliable.

2.4 Research Process

The research process involves anticipating all steps, which must be undertaken if the project is to be completed successfully (Boyd *et al*, 1981). The researcher must undertake several stages to gather and report valid and reliable information. Domegan and Fleming (2000) suggest that there are six stages in the research process. These stages are problem definition, research design, data collection methods and instruments, sampling, fieldwork and analysis of data. Their framework is similar to the approaches proposed by several other authors including Hussey and Hussey 1997 and Malhotra (1999). The principle point of these frameworks is that the research is logical, sequential and interactive.

2.5 Stage One – Problem Definition

Malhotra (1999), states that problem definition is the most important step. A researcher must have a clear definition of the research problem before the research can be defined

and conducted properly. "Problem definition is the identification, clarification, formulation and definition of the specific difficulty that necessitates decision related information" (Domegan and Fleming, 2000). Defining the problem will result in a list of research objectives. Hague and Jackson (1990) claim that a research objective should describe what would be achieved by carrying out the research. The research objectives for this work are divided into main and subsidiary objectives.

2.6 Stage Two- Research Design

The research design is a framework which guides the steps of the research process in the light of the objectives. Malhotra (1999), states that good research design ensures that research is conducted effectively and efficiently. The nature of the research question determines whether the study is classified as an exploratory, descriptive or causal type of study (Brannick and Roche, 1997).

The research programme fell into the category of descriptive research as it was formal and structured. Descriptive research is used to describe something. This study describes the current level of heritage awareness amongst residents in County Wicklow, as well as quantifying some aspects of heritage awareness. To obtain the necessary information, it was established early on that a formal and structured design similar to the National Awareness Survey was necessary. The instruments chosen to fulfil this requirement include a survey and interviews as both qualitative and quantitative information were required.

2.7 Stage Three -Data Collection Methods and Instruments

The third stage of the research involves choosing data collection method and relevant data collection instruments given the research design. Data can be collected through both primary and secondary sources. "Secondary data is data collected by another person for reasons other than the problem in hand" (Donegan and Fleming, 1999). The researcher investigated whether there was any previous interest in the area of heritage awareness in County Wicklow. This produced no findings. A review of the National Awareness

Survey conducted by the Heritage Council was, however, found to be relevant to the researchers work. This secondary source of information was then analysed for information on the subject area and reviewed with regard to relevance to the research question. Sources included books, journal articles, legislation and the internet. The use of secondary data helped the researcher achieve an improved research design.

Primary research is a method of data collection "devised and controlled by the researcher" and examples include "individual respondents or focus groups whose views are sought either in a structured or unstructured manner" (Brannick and Roche, 1997). The information gained from the secondary research was used to form the researcher's primary research.

2.8 Research Instruments

A combination of research methods both quantitative and qualitative will produce the most objective results (Hussey and Hussey, 1997). Quantitative research is viewed as confirmatory and deductive in nature whilst qualitative research is exploratory and inductive in nature (Hussey and Hussey, 1997).

In order to obtain the clearest and most accurate picture of the community's awareness and attitudes to heritage at county level it was decided that the two methods of data collection most suitable to this study were the interview and the questionnaire.

2.9 Quantitative Method

The quantitative aspect of this research is the questionnaire survey that provides the broader picture (Bell, 1999). It is preferable to use both questionnaire and interview as complementary methods (Borg, 1963). The quantitative research used consisted of questionnaires that were conducted in person and via post. The use of face- to -face interviews for conducting the survey was useful in reducing non-response and delays in

respondents returning the questionnaire. The use of the postal questionnaire was used to access the entire population of County Wicklow.

2.10 Qualitative Method

The qualitative method was conducted by means of planned and detailed interviews. It was decided to develop a profile of four members of the public by interviewing them to obtain a more detailed account of their attitudes to and perceptions of heritage.

It is important to use more than one method of data collection to examine the same question. This is known as data triangulation. The use of this multi-method approach can help reduce bias, which can occur where only one method of data collection is used (Kane *et al* 2001). Methodological triangulation was considered important as it leads to greater validity and reliability. Qualitative data is generally considered to be fruitful as it captures the richness of detail and nuance of the phenomena being studied (Hussey and Hussey 1997). In addition, Jick (1978) claims that triangulation has critical strengths and leads to productive research.

Four major methods of administering the survey included: (Malhotra, 1999):

1. Telephone interview
2. Personal interview
3. Mail interview
4. Electronic interview

The preferred method of questionnaire administration in the study was the personal interview. However, this was not viable on its own due to the survey length and geographical distribution of the population. A combination of postal method and restricted personal interviews were utilised. The personal interviews were carried out on a sample of those who had already completed the survey and agreed to be interviewed.

2.11 The Questionnaire

The questionnaire survey was chosen as one method of data collection. It was a practical method of obtaining information from respondents. The main reasons for selecting the questionnaire as a research instrument include: questionnaires are relatively inexpensive. Secondly the analysis of the data is relatively uncomplicated. Thirdly, it is confidential.

Fourthly it is possible to survey a large population in a short period of time. Finally, analysis and interpretation of the data results in better appreciation of the problem (Chisnall, 1997). A questionnaire provides reliable information as respondents are more likely to answer questions truthfully when their identity is undisclosed (Oppenheim, 1992).

The disadvantages with questionnaires are primarily the low response rate (Hussey and Hussey 1997, Brannick and Roche 1997, Adam and Healy 2000). Malhotra (1999) points out that response rate can be as low as 13 percent in cases. Malhotra (1999) also suggests that researchers should not assume that respondents provide accurate or reasonable answers to all questions. Respondents can misunderstand questions, have limited literacy skills, or may be uninformed. Including an incentive can help increase the response rate (Hussey and Hussey 1997, Malhotra 1999). However, in this case an incentive was ruled out as respondents were guaranteed anonymity.

The form of the questionnaire was established through discussion with academic researchers with particular experience in market research and statistics, Heritage Officers and members of the Heritage Council. As the research progressed the format gradually refined. Each question needed to contribute to the information required by the survey. An investigation of several questionnaires designed in similar studies was undertaken. In addition articles and journals were consulted. From this the researcher then decided to base the design of the questionnaire on the National Awareness Study questionnaire carried out by the Heritage Council, but developed it more comprehensively. The questionnaire would also investigate many areas not fully explored in the National Survey.

The validity and reliability of any questionnaire requires investigation. The questionnaire was critically evaluated to determine whether respondents were likely to answer questions honestly. The questions were unambiguous and the questionnaire was kept as short as possible. Questions were arranged in a logical sequence allowing respondents to understand the questionnaire purpose, and as a result give better quality answers. Age ranges were used rather than seeking the respondent's exact age, to avoid being threatening to respondents.

The appearance of the questionnaire was important. The format, spacing and position of the questions can have a significant effect on the results (Malhotra, 1999). The survey was quite long so the researcher printed the pages back to back, this was to minimise the apparent length of the questionnaire. Instructions for individual questions were placed as close to the question as possible and no question was split over two pages.

To ensure the validity and reliability of the questionnaire each question should only look for one piece of information (Foddy, 1993). The questions were kept short and in many cases respondents had to tick boxes to provide answers. This was to avoid respondents becoming confused (Foddy, 1993).

The questionnaire was the quantitative element of this research. It attempted to identify the level of heritage awareness in the county and to examine respondent's attitudes to heritage. Thus respondents were asked a variety of questions regarding behaviour, intentions, attitudes, awareness, motivation and demographic characteristics.

2.12 Determining the Questions to be asked

The types of questions were linked to the research aims and objectives and the individual questions were drawn up to reflect the research issues being considered.

The types of questions selected for use in the questionnaire were:

- Checklists
- Sentence completion exercises
- Open ended questions

- Ranked response questions/scalar questions
- Closed questions
- Multiple choice questions

The types of questions were carefully chosen. Open ended questions were selected as they would elicit a whole range of replies, the answers received could be coded and examined for recurring themes (Burgess, 2001). Open ended questions enable the respondent to express their general views without being influenced by a predefined set of responses. The number of open questions used was limited as much as possible as they can reduce participant response (Oppenheim, 1992)

Ranked responses questions were thought to be useful in order to rank sets of opinions by numbering them in order from one to the maximum number the researcher required. These types of questions can generate a lot of data so the number of options used could not be excessive. The researcher chose Likert type scales for some questions as it was a straightforward scale (Bell, 1999). This itemised rating scale uses five response categories, which required the respondent to indicate the degree of agreement or disagreement with a series of statements.

Checklist questions were used throughout the questionnaire as they facilitate ease of completion by participants and could gather large amounts of information from participants in a short space of time. These types of questions are easy to follow and do not require the respondent to write answers. This can encourage a higher response. The categories in the checklist questions were exhaustive and attempted to cover all possibilities. However the option 'other' was also included for participants to elaborate if they wished.

Sentence completion exercises allowed freedom of response while enabling the researcher to analyse them for recurring themes. This produced qualitative data. (Coolican, 1996).

Multiple choice questions were used as they offered the respondent a number of specific alternatives from which they were asked to chose one or more alternatives as the case may be. This type of question was chosen as it was easier for the respondent to answer

and easier for the researcher to administer. Great care went into constructing the questionnaire to ensure that all potentially important response categories are included. A recognised problem with this type of question is that, the order in which the alternative answers are laid out, tends to influence the answers given by respondents. Respondents tend to check the first and last statements in a list (Boyd *et al.* 1981).

Closed questions were present where participants were only asked to select a 'yes' or 'no' answer. These are quick and easy to administer. The responses can be swiftly coded, processed and analysed. The participant was also provided with a box to expand on the answer if they wished.

2.13 Questionnaire Layout

The first page of the questionnaire was headed with a brief explanation of what the questionnaire was about and the expected time it would take participants to complete it (Appendix 1). This brief type of explanation can be beneficial where participants lose the letter accompanying the survey (Borg, 1963). The statement was then followed by a series of questions relating to participants age, gender, and employment status which participants were asked to complete before going on to Section One of the questionnaire.

Section One asked respondents about their general heritage awareness. Numerous question types were used in this section including, open questions, checklists and ranked response questions. The section also included some attitudinal questions. These were designed to determine each respondent's attitude towards heritage. Respondents were given items considered as 'heritage' and asked to state how interested they were in each of the items. Oppenheim (1966) cautions that much depends on how these statements are worded. Each item was clearly worded and examples of certain items were given to avoid participants becoming confused.

Section Two was concerned with the participants own personal experiences of heritage in Wicklow. The participants were asked to list what items of heritage they visited within Wicklow in the last twelve months. These answers were then analysed to determine what type of heritage was most popular and the most frequently visited heritage attractions

could be determined. Those participants who did not experience Wicklow's heritage were asked what prevented them visiting. A checklist was provided. The checklist enabled the researcher to compare the answers provided by all respondents. A scalar question sought participants to rate their satisfaction with their experience of Wicklow's heritage.

Section Three investigated attitudes to heritage protection and whether organisations involved in heritage had positive or negative effects. Both these questions were similar to those contained in the National Heritage Awareness study and were in a checklist format. Other questions in the section related to participants opinions on topics such as the local authorities role in heritage, what should the priorities for heritage be in their local area and did heritage contribute to their quality of life. The participants were asked for a 'yes' or 'no' answer and then asked to comment on the answer given. This was intended to explore in greater depth what participants views were towards heritage by allowing freedom to offer their opinions, and allowed for the answers given to be analysed for recurring themes. (Coolican, 1996).

2.14 Pre-Piloting

Before the questionnaire was piloted on the test group the researcher enlisted the help of D.I.T academics, members of the Heritage Council and a number of Heritage Officers for their opinions and comments. The suggestions they made were taken into account by the researcher and changes were made accordingly. These suggestions included:

- Changes in the wording of some questions.
- Restructuring the sequence of questions.
- Adding in some additional questions.
- Bolding only important words in the instructions to allow participants to focus on what they were being asked in the question.
- Allowing space for participants to elaborate on their yes no answers.

Several revisions of the questionnaire took place before the piloting stage.

2.15 The Cover Letter

All questionnaires along with the cover letter of introduction were sent out by post to reach participants by the 12th of April (Appendix 1). Respondents were advised in the letter to return the survey by 26th of April. It was necessary to allow two weeks for them to complete the survey. The cover letter advised respondents to return the survey to the County Wicklow Heritage Office in the reply-paid postage envelope included with the survey. Brannick and Roche (1997, p.49) encourage the use of reply-paid postage as "...one would have to conclude that any measure which minimises cost and time on behalf of the respondent should be taken". The fact that the questionnaire was directed at individual residents rather than businesses encouraged this idea and a reply-paid envelope was attached to each questionnaire.

The cover letter also specified how participants were selected for the research along with stressing the importance and benefits of the research being conducted (Cohen et al, 2000). Participants were also assured of confidentiality and anonymity. The cover letter highlighted the fact that the Heritage Council and Wicklow County Council were interested in the results, but only the results of the research would be made available to Wicklow County Councils heritage office. A contact phone number was included to increase participation as those with queries could clarify issues with the researcher if they desired.

It is acknowledged that the initial appearance of the questionnaire can have an influence over response rates, and for this reason good quality paper and envelopes were used (Oppenheim, 1992). To improve appearance in layout the cover letter included logos of all involved parties which were placed on the letter head.

2.16 Reminder Letter

A reminder postcard was sent a week after the return date in an attempt to reduce non response rate (Malhotra, 1999). This letter reminded participants of the importance of their participation in the survey. It was expected this would yield up to a further twenty percent of replies (Borg, 1963). The dates coinciding to the postal questionnaire were

used to conduct face to face interviews. The face to face method involved the researcher visiting randomly chosen local electoral districts and conducting the questionnaires in person with members of the community. Participants were presented with an identical questionnaire as received by postal participants and were asked to complete it.

2.17 Sample Selection and Sampling method

Burns and Bush (1998) define population as the set of all objects with common characteristics. The population identified for this research project was all residents in County Wicklow. It is reasonably argued that in any census it is unlikely that all members of the population will be surveyed and many authors including (Kinnear and Taylor, 1996) stress that a sample is generally adequate. Chisnall (1997) also states that using a census is unusual except where a population is small and easily located.

Several sampling methods were examined. These can be broadly divided into two categories such as, probability and non-probability sampling. Non- probability sampling is based on subjective judgement, while probability sampling uses random chance as the determining factor for an observation to be involved in the sample (Walford, 1995). In this respect, probabilistic sampling has advantages over non-probabilistic sampling since it ensures all population members have an equal chance of being included in the sample (Borg 1963). It also minimizes the bias introduced into the sample by subjective judgement of the researcher (Walford, 1995). However as Black (1999) states it is difficult to produce a truly random sample. The researcher can only try to get the most representative sample possible by using the resources and knowledge of the population that is available.

Five main sampling types of probabilistic sampling were considered simple, systematic, cluster, stage and stratified (Cohen et al 2000).

Participants were selected using two different forms of random sampling. The sampling methods chosen were simple random and cluster sampling. A voting register available from the County Council and the phone directory were used as a method of drawing up a

mailing list. Utilising this method ensured that surveys were geographically distributed throughout the county.

Due to the age categories on the questionnaire, it was apparent to the researcher that a postal questionnaire would reach home owners, but may exclude certain age categories and groups within society (Black, 1999). Those identified as being affected included, the

under eighteen population, the traveller population and those with poor literacy skills. Therefore a combination of simple random sampling and cluster sampling was used to allow for inclusion. The use of both cluster and simple random sampling was necessary due to the length of the survey. Participants were selected using simple random sampling for the postal questionnaire as randomisation gives a representative sample from the population and provides the ability to generalise to the population (Creswell, 2003). Simple random sampling is also viewed as the purest form of probability sampling. Each member of the public has an equal and known chance of being selected (Bell, 1999).

Cluster sampling was necessary to ensure that a representative sample of the whole population was obtained in terms of age and sub-groups (Cohen et al 2000). Contrary to simple random sampling, where single subjects are selected from the population, in cluster sampling the subjects are selected in groups or clusters. This approach allowed the researcher to overcome the constraints of costs and time associated with accessing a dispersed population. It was decided to use Local Electoral Districts as clusters, and then randomly select a number of districts to sample within. This allowed for the inclusion of all age categories over fifteen years of age in the population to be represented in the sample proportion.

It was thought to be beneficial to also place the questionnaire on the County Councils' heritage web-site and in libraries throughout the county. This was to further the opportunity for public participation in the study. A press release was then placed in the local paper highlighting that the study was being conducted and where the questionnaire could be accessed. Permission was sought from the library service to distribute copies of the questionnaire in libraries throughout the county with a box present for completed questionnaires.

2.18 Sampling Error

Possible sources of error in sampling involve random sampling error, which is a function of sample size and population variance; non-response error; self-selection bias; deliberate falsification or unconscious misinterpretation (Ryan, 1995). Obviously individuals who were asked to participate in the research could decline. However, an effort was made to mitigate non-responses, through the use of pre-paid envelopes and allowing sufficient time for response. There were potential areas of response bias in the research including:

- ‘Acquiescence bias’: from those who are very agreeable in nature. In the case of this research, respondents may tend to favour giving positive responses in the questionnaire, feeling it was what the researcher wanted.
- ‘Extremity bias’: from participants prone to give strong responses. As the questionnaire has responses such as ‘Agree Strongly’ and ‘Disagree Strongly’, respondents may have chosen these replies, in favour of others.
- ‘Interviewer bias’: the interviewee may have been overly influenced by the interviewer.
- ‘Auspices bias’: Due to deliberate or subconscious misinterpretation.(Ryan, 1995).

2.19 Ethical Considerations

In any research where people are objects of the research, there are ethical considerations (Cohen *et al*, 2000). Social research relies on obtaining the consent of those participating in the research. Informed consent implies that those taking part in the research have volunteered to take part and understand what the research is about (Cohen *et al*, 2000). This allows the research participants to choose whether to participate or not. Those participating in the research did so on a voluntary basis. It is accepted that questionnaires are intrusive on any respondent.

Therefore it is important that the researcher take into account the fact that the respondents are “subjects and not objects” of research (Cohen *et al*, 2000, p245).

It was necessary to obtain informed consent from each participant in the study. This was done by means of verbal introduction in the clustered sampling method outlining the purpose of the study, showing the questionnaire to participants and explaining the benefit of their participation in the study. In the postal survey (random sampling method) a brief letter conveying the purpose of the questionnaire was included and gave participants reasons for completing the survey and returning it to the researcher.

The surveys conducted in face to face format gave participants the same information as was contained in the letter received by postal participants. This was necessary to ensure they understood why the questionnaire was taking place and who would receive the findings of the survey.

The nature of most surveys requires respondents to reveal personal information or attitudes and personal characteristics to a stranger. This research methodology was designed not to cause injury to respondents and did not reveal information that could embarrass respondents. Each participant was assured his or her identity would not be disclosed and that confidentiality was assured (Schmitt and Klimoski, 1991). Interviewees were offered the opportunity to proof read the transcriptions prior to them being used in the study. None of those interviewed chose to do so.

It was considered that identifying the purpose and sponsors of the research might affect answers given and affect cooperation. Schmitt and Klimoski (1991) suggest that adequate information on the objectives and intended use of the research should be given to participants. Participants were honestly informed with regard to both the sponsor and the auspices of the study. Participants were informed the study was being conducted by D.I.T on behalf of Wicklow County Council and in association with the Heritage Council.

2.20 The Pilot Study

Burgess (2001) stresses the importance of piloting. He states that piloting helps to detect any problems in the researchers questioning such as wording, types of questions used and general layout. In order to pilot the questionnaire correctly it was necessary to select a

sample of participants as similar as possible to those who would be responding in the main study (Oppenheim, 1992). Therefore the pilot study was conducted on ten people aging between fifteen and sixty five.

Those participating in the pilot study were asked to keep in mind the following when completing the questionnaire:

- Are the instructions clear?
- Are the questions clear and easy to understand?
- Is the layout clear?
- Do they find any of the questions offensive?

As the questionnaire had been pre-piloted only one change in layout was necessary. This was an error in the question about what motivated people to visit heritage attractions, the question read "visiting the above" instead of "visiting the following". This was a grammatical error which needed to be rectified. However, participants stated they were initially discouraged by the length of the survey but on further examination found the questionnaire layout facilitated ease of response to questions.

The pilot study helped to ensure that the questionnaire was easily understood by all. It also aided the researcher to assess the clarity of instructions. It highlighted changes that were necessary in both the wording and layout of the questionnaire.

2.21 Stage Four - Sampling and Sampling Size

The first step taken was to define the population of interest to this research (Borg, 1963). The population was defined as all residents in County Wicklow fifteen years of age and over. The sample size was selected by using population figures found in the most recent census conducted in 2002 (Census 2002). The total number of males in County Wicklow was 43,525 and the total number of females was 45,325. The selection of the sample size was crucial as it determined whether the results could be generalised to the total population of County Wicklow. (Black, 1999). The sample size endeavoured to be a representative one. The sample size was initially constrained by both time and financial issues to 2000 postal and 150 in person surveys.

2.22 Stage Five – Fieldwork

This phase included the administration of the survey, recording of data and the return of questionnaires for processing. The postal survey was carried out between the April 12th and 26th 2005. In person administration of the questionnaires was conducted on the dates coinciding to the postal survey. Interviews were carried out following the return of the questionnaires.

2.23 Stage six – Analysis of Data

The design of the questionnaire was important as data collected was to be entered into Statistical Package for Social Sciences (SPSS) (Pallant, 2001). This package was used as it is designed for use in executing research and in the field of statistics. All data collected was analysed using Statistical Package for Social Sciences. (Pallant, 2001). It was important that the questionnaire was prepared in a manner, which facilitated the analysis of the data. Therefore, it was necessary to decide what statistical tests would be used on the data in advance of carrying out the in person distribution of the questionnaires. Questions were laid out to assist data entry. S.P.S.S is a qualitative package, which allows the database to sort and arrange data in a logical manner and allows for ease of results. This package also establishes trends that can occur between different results that can be entered onto the system. From the analysis of the results all graphs and charts were created in Microsoft Excel. The results were then cross-tabulated in SPSS to compare the findings between groups and chi-square tests were carried out. Chi-square is non-parametric test of statistical significance for bivariate tabular analysis. This type of test was useful when examining the relatedness or independence between categorical variables (Pallant, 2001 p91). The open ended questions were analysed by hand. Each answer was read and analysed for recurring themes. This information was then utilised to illustrate Wicklow resident's feelings with regard to heritage. The most common themes were isolated and then relevant quotes were chosen to show residents opinions and attitudes towards heritage.

2.24 Interview Schedule

The researcher chose to use the semi- structured interview. In this type of interview the sequence and wording of the questions are determined in advance. The interviewer has the opportunity to probe questions more deeply in order to obtain more data. (Borg, 1963). The main strengths of this type of interview are that all respondents are asked the same questions in the same order and interviewees are provided with the opportunity for personalisation. (Cohen et al, 2000). This allows for some degree of comparability in answers. However, the standardised nature of the questions can limit the naturalness of the interview and can prevent probing when a topic of interest arises (Cohen et al, 2000). The main disadvantages with interviews is they are time consuming (Oppenheim 1992) and data recorded can have limited reliability due to interviewer bias, coding and sample selection (Cohen et al, 2000).

Due to time and financial constraints it was not possible to consider all participants in the study for interview. Therefore the sample taken for interview is not a representative one. It was an opportunistic sample (Black, 1999) and interviewees volunteered to be interviewed. It is widely accepted that when working with quantitative data the sample should be representative of the total population from which it is selected (Cohen et al, 2000). Although the researcher endeavoured to make the quantitative element of the research as representative as possible, the qualitative element is not representative as the qualitative stage involved conducting in depth interviews on four survey respondents.

When conducting the interview the researcher did:

- Read the questions as they were written so that each respondent answered the exact same question.
- Probed inadequate responses non-directly by returning to the question and asking the interviewee to elaborate on his/her answer
- Recorded the answers without discretion. Everything the respondent said was recorded using a tape recorder.
- Avoided personal comment on any answer given by the respondent.

(Floyd, Fowler and Mangione, 1990, p35)

Prior to conducting interviews the interview questions were piloted on three members of the public. The pilot interview took an hour to complete. This proved the interview was too long and some questions were omitted from the interview schedule. Interviewees were asked to answer questions as honestly as possible and to declare if they found any questions too personal to answer (Bell, 1999).

The researcher conducted the interviews at the convenience of the interviewee. These were generally conducted at weekends and after working hours. The questions which were asked are included in Appendix 2. They were in depth and personal. As with the questionnaire the interviewee was advised that answers were confidential and that he/she could proof read the transcription prior to use if he/she wished.

2.25 Limitations of this research

During the course of the study a number of minor limitations that have the potential to undermine the quality of the research were observed.

A limitation of this research is the selection of an opportunistic sample (Shaughnessy and Zechmeister, 1997). In terms of reliability and validity there is a question mark over whether the findings from an opportunistic sample can be generalised to the whole community. However, the interviews were used to support the findings of the questionnaire survey.

A limitation of postal surveys is the potential for respondent bias. It is generally people who have the strongest opinions on the issue who normally respond (Brannick and Roche 1997). The number of postal surveys was limited to two thousand due to the high cost involved. Had more surveys been posted a greater number of completed surveys could have been expected.

The number of stakeholders involved was a limitation as the research project had to satisfy both academic requirements and stakeholder needs.

The questionnaire length may have limited the number of responses.

Chapter Three: Survey Results and Discussion

3.1 Introduction

Two hundred and eighty five postal surveys from two thousand issued were returned. This was a response rate of fourteen and a quarter per cent. Borg (1963) cautions that where there is a response rate of less than eight per cent it is possible that the findings of the research may not be statistically reliable. Five hundred completed surveys were needed for the research to be representative of the population. The remaining surveys therefore were obtained through face to face interviews. It was expected that face to face interviews would yield a good response rate. This turned out to be the case with an additional two hundred and fifteen responses being obtained. This brought the total response rate to five hundred.

The responses given in the questionnaire were analysed using the Statistical Package for Social Sciences. (SPSS) (Pallant, 2001).

Four members of the public were then interviewed in depth as a qualitative test for the purpose of this study. The four interviewees were members of the public who reflected the different age categories on the questionnaire.

Interview Data:

The data collected from the questionnaires are divided into four sections:

1. The respondents profile with regard to geographical location, gender, marital status, age and employment status.
2. General awareness of heritage.
3. Personal experiences of heritage.
4. Responsibility and attitudes regarding heritage.

3.2 Respondents Profile

Questions A1 to A7 (Appendix 1) were multiple choice questions asked to obtain a profile of respondents.

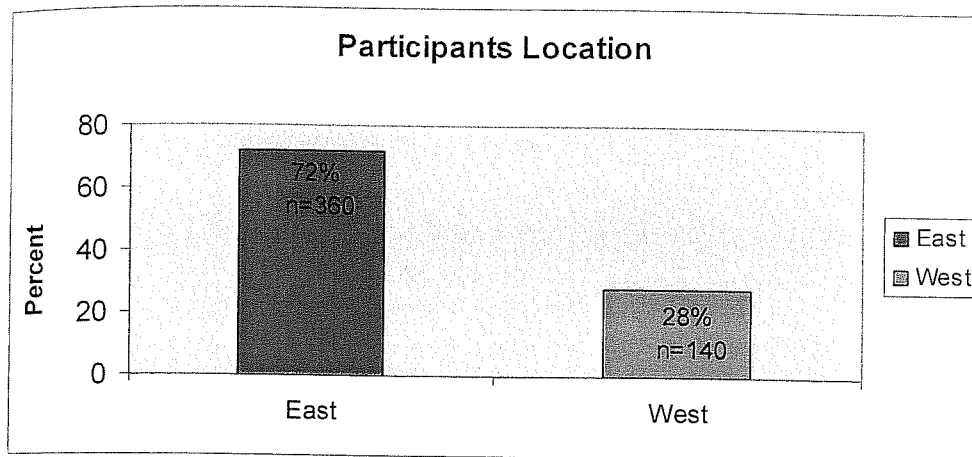


Figure 1: Participants Location

The majority of respondents were from east Wicklow (72 per cent; n=360) where n is the total number who gave that particular response. The remaining (28 per cent; n=140) came from west side of the County (Fig 1). This variance can be attributed to the east side of the county being more densely populated. It was not possible to ensure a population location balance as the survey was conducted on a random sampling basis.

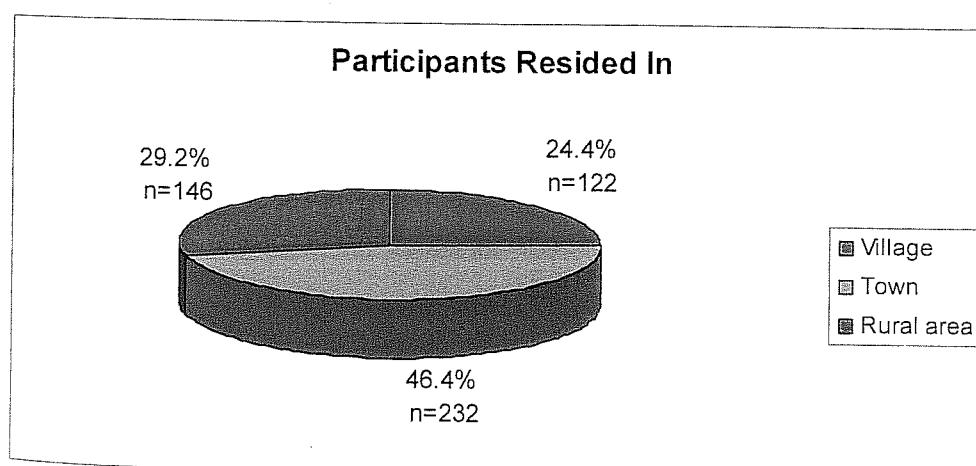


Figure 2: Participants Resided In

The respondents were located in urban and rural locations (24.4 per cent; n=122) of respondents were from villages (Fig 2). (29.2 per cent; n=146) were from rural areas and (46.4 per cent; n=232) resided in towns.

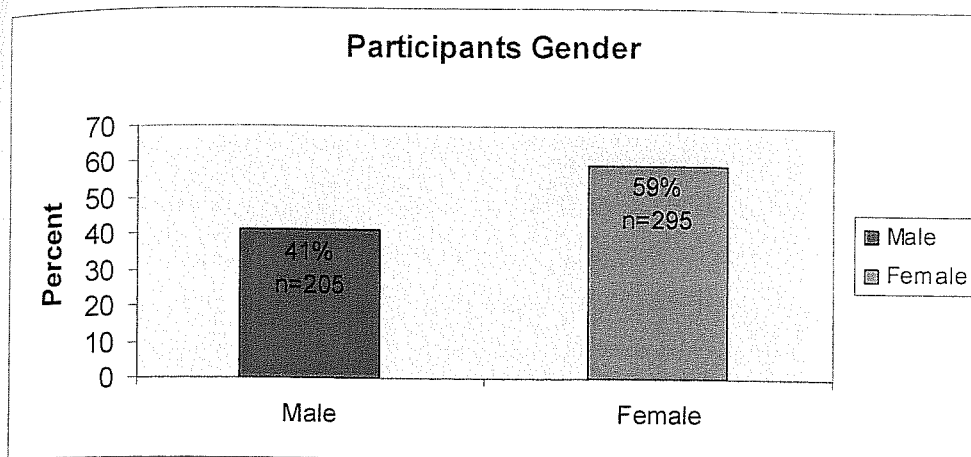


Figure 3: Participants Gender

The questionnaire was distributed on a random basis and, although no attempt was made to achieve a proportionate gender representation. (41 per cent; n=205) of respondents were male and (59 per cent; n=295) were female (Fig. 3).

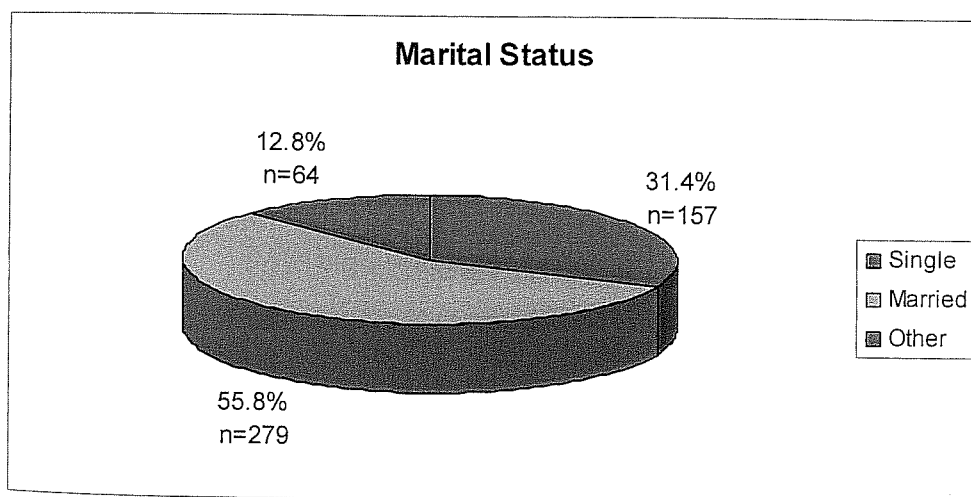


Figure 4: Marital Status

The majority of respondents were married (55.8 per cent; n=279). Of those who responded (31.4 per cent; n=157) were single and approximately one eight (12.8 per cent; n=64) responded "other". The latter category included those who were widowed, divorced, separated or in a partnership arrangement (Fig. 4).

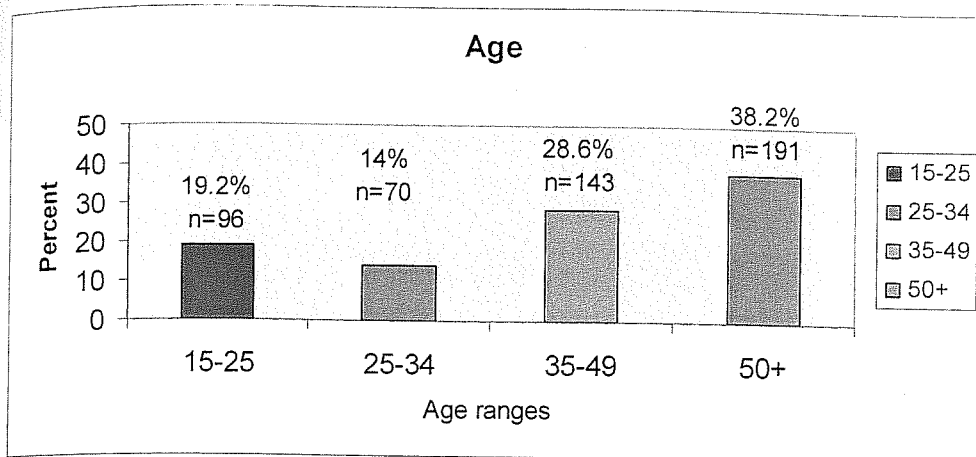


Figure 5: Age

The age ranges of respondents showed a distribution across the categories (Fig. 5). Approximately one fifth (19.2 per cent; n=96) of respondents were aged fifteen to twenty five. In excess of one in ten (14.0 per cent; n= 70) were in the twenty five to thirty four age groups. Approximately one quarter (28.6 per cent; n=143) were aged thirty five to forty nine. The highest response was from the fifty and over age group at almost four in ten (38.2 per cent; n=191). This would suggest that all age groups were interested in participating in the survey. The high response rate of the over fifties could be due to those of that age having more time to complete a survey.

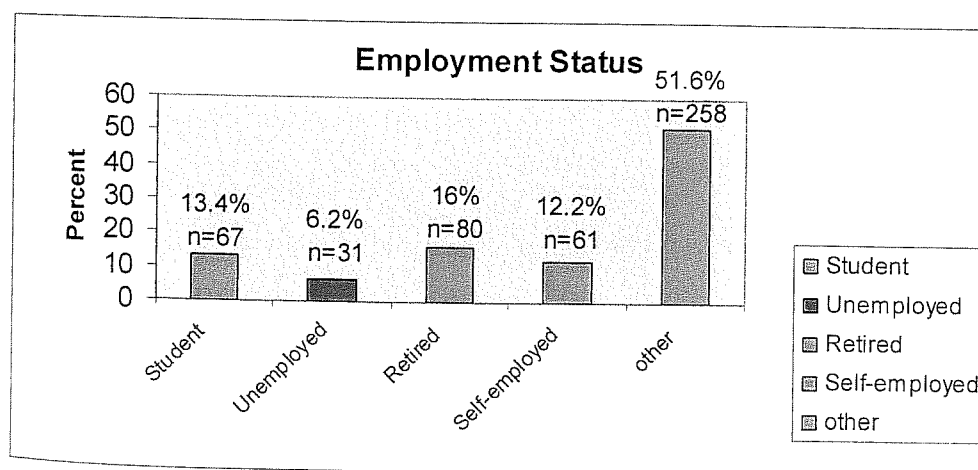


Figure 6: Employment Status

Question A6 on the questionnaire was included to obtain a profile of respondent's employment. The breakdown of the employment status of respondents was as follows

(Fig. 6). Approximately one tenth (13.4 per cent; n=67) of those completing the survey were students aged fifteen and over who were in full time education at secondary school, college or university. Only six percent (6.2 per cent; n=31) of respondents were unemployed. Retired people comprised sixteen percent (16 per cent; n=80) of the respondents. Approximately one eighth (12.2 per cent; n=61) were self employed and these were people who had their own business or worked in the craft areas. Over half (51.6 per cent; n=258) of people were pursuing a career.

3.3 General Heritage Awareness

3.3.1 What is understood by Heritage?

Question One on the survey provided respondents with a comment box. This allowed for personal views on what they understood to be heritage. The following comments most coherently express the general attitude of respondents to heritage.

"The places and objects which are significant of their time that connect us with our past and enrich our environment"

50+ Female from a town in East Wicklow

"Anything of historical importance handed down to us from our ancestors"

15-24 Male from a rural area in West Wicklow

"It's the customs and traditions of our cultural past. It is what makes us unique and tells us who we are as people"

35-49 Female from a rural area in East Wicklow

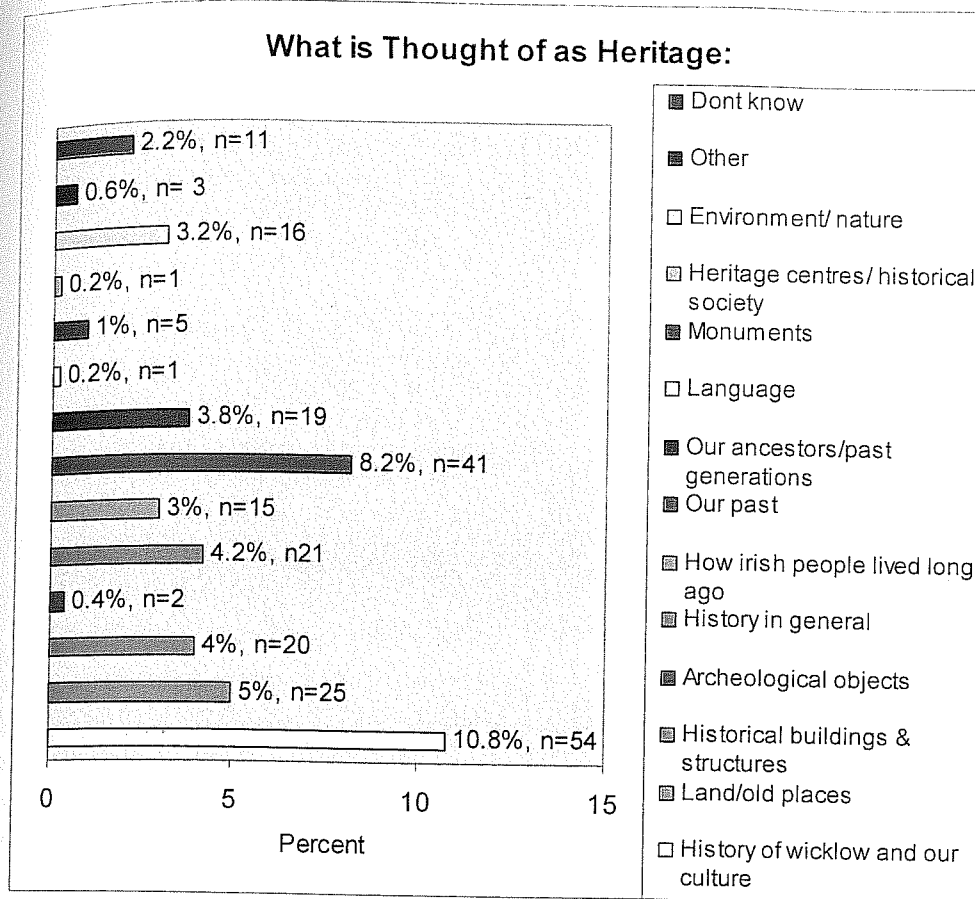


Figure 7: What is Thought of as Heritage

(It is interesting to note that less than half (46.8 per cent; n=234) answered Question One). Figure seven summarises the answers given by the public in response to Question One of the survey. Of those who responded to the question, all felt that heritage is clearly linked with history, the past and the legacy left by previous generations. Respondents gave examples of items that they considered as heritage to illustrate their opinions many of which included built structures. Many respondents felt that heritage is what provides them with a sense of identity and included customs and traditions handed down from the past. This finding was similar to that found by the National Survey where the public related the term heritage with history, the past and historical built structures.

Respondent's Opinions on What They Would Describe as Heritage

Table 1: Respondent's Opinions on What They Would Describe as Heritage

	Definitely Heritage	Probably Heritage	Unsure/Don't Know	Probably Not Heritage	Definitely Not Heritage
Archaeological Objects	79.4%, n=397	12.6%, n=63	4.8%, n=24	1.2%, n=6	0.6%, n=3
Architecture	57%, n=285	26.4%, n=132	6.4%, n=32	4.8%, n=24	5%, n=25
Discos	6.6%, n=33	4.2%, n=21	8%, n=40	14.1%, n=70	67%, n=333
Pre-Historic Sites	81%, n=405	8.2%, n=41	6.6%, n=33	1.8%, n=9	2.4%, n=12
Street- scapes	33.2%, n=166	29%, n=145	26.2%, n=131	6.2%, n=31	5.4%, n=27
Churches	63.6%, n=318	26.8%, n=134	6.6%, n=33	3%, n=15	0%, n=0
Thatched Cottages	60.6%, n=303	25.6%, n=128	8.8%, n=44	4.2%, n=21	0.6%, n=3
Country Houses	51%, n=255	30.8%, n=154	12%, n=60	4.4%, n=22	1.8%, n=9
Fauna e.g animals, wildlife	48%, n=240	19.2%, n=96	18%, n=90	8%, n=40	6.8%, n=34
Flora	47.2%, n=236	21.2%, n=106	17.6%, n=88	7.2%, n=36	6.6%, n=33
Geology	52.6%, n=263	24.4%, n=122	14.2%, n=71	4.8%, n=24	4%, n=20
Heritage Gardens	73.8%, n=369	16.4%, n=82	7.4%, n=37	1.8%, n=9	0.6%, n=3
Parks	40.2%, n=201	30.6%, n=153	20%, n=100	7.4%, n=37	1.8%, n=9
Inland Waterways	51.9%, n=259	25.4%, n=127	15.2%, n=76	5.4%, n=27	2.2%, n=11
Bridges	40.8%, n=204	35%, n=17	16.4%, n=82	5.2%, n=26	2.6%, n=13
Railways	39.8%, n=199	29.6%, n=148	18.8%, n=94	9.4%, n=47	2.4%, n=12
Graveyards	54%, n=270	28.6%, n=143	12.2%, n=61	3.8%, n=19	1.2%, n=6
Landscape	44%, n=220	26.4%, n=132	19.4%, n=97	8%, n=40	2.2%, n=11
Monuments	70%, n=350	21.8%, n=109	6.4%, n=32	1%, n=5	0.8%, n=4
Castles	83.8%, n=419	10.6%, n=53	4.8%, n=24	0.2%, n=1	0.6%, n=3
Historic Buildings	86.4%, n=432	8.8%, n=44	2.6%, n=13	0.2%, n=1	2%, n=10
Supermarkets	3%, n=15	3.6%, n=18	7.8%, n=39	14.2%, n=71	71.4%, n=357
Seascapes	26%, n=130	29.2%, n=146	23.8%, n=119	11.6%, n=58	9.2%, n=46
Coastlines	31.2%, n=156	29%, n=145	19.8%, n=99	11.4%, n=57	8.4%, n=42
Scenic Views	35.6%, n=178	31.6%, n=158	18.6%, n=93	8.4%, n=42	5.8%, n=29
Wildlife Habitats	41.2%, n=206	23.8%, n=119	18%, n=90	9.4%, n=47	7.6%, n=38
Your back garden	5.6%, n=28	9.2%, n=46	15.9%, n=79	26.4%, n=132	43%, n=215
Shipwrecks	36.8%, n=184	27.4%, n=137	18.2%, n=91	8.8%, n=44	8.8%, n=44

Table 1 shows that the respondents in this survey feel that historical features of the built environment are definitely heritage. The responses obtained from the Wicklow Survey are similar to those illustrated in the National Survey.

The five highest ranked items in the National Survey were castles (86%), historic buildings (86%), pre historic sites (80%) and monuments (78%) and archaeological objects (73%). The Wicklow Survey had four of the same five as its highest ranked sources. Respondents in Wicklow considered castles as definitely heritage (83.8 percent, n=419). Response levels with regard to historic buildings were found to be almost the same (86.4 per cent, n=432), Prehistoric sites was one percent higher than the national level (81 per cent, n=405) while archaeological objects was slightly more than six per cent higher than the National Survey level at (79.4 per cent, n=397). The additional item referred to in this Wicklow Survey was heritage gardens cited by almost three quarters (73.8 per cent, n= 369). This one exception may be attributed to the word heritage being included with the word garden in the question and may have served as a prompt to respondents. Alternatively, it may have been cited by many due to the high number of well known gardens within the county open to the public, such as Powerscourt Gardens, Avondale Forest Park, Kilruddery, Kilmacurra, Mount Usher and the National Garden Exhibition Centre. This may result in a higher level of awareness of Heritage Gardens in County Wicklow.

Respondents placed less significance on the natural environment as heritage. Respondents expressed a high level of uncertainty as to what could be considered heritage when it came to natural features such as parks (20 per cent; n= 100), wildlife habitats (18 per cent; n=90), flora (17.6 per cent; n=88), fauna (18 per cent; n=90), seascapes (23.8 per cent; n= 119) and coastlines (19.8 per cent; n=99). Respondents were most unsure as to whether street- scapes (26.2 percent; n=131), scenic views (18.6 per cent; n=93), coastlines (19.8 per cent; n=99) and seascapes (23.8 per cent; n=119) were heritage. This is a significant outcome as Wicklow is a coastal area with a wealth of maritime heritage and renowned scenery.

Supermarkets (71.4 per cent; n=357) and discos (66.6 per cent; n=333) were found by the majority of respondents to be definitely not heritage. Some respondents pointed out in the attached comment box that although discos and supermarkets are not heritage today such items could in the future be considered as part of our heritage. This shows a recognition by some members of the public that heritage is a constantly developing resource for future generations and features, that people do not think of heritage as being stagnant.

As this research looked at what features, people considered to be heritage, a box was included in question two of the survey where respondents were asked if they felt any other unnamed items could be considered as heritage. Respondents felt that some items should be included relating to agriculture, industrial archaeology, cultural activities and preservation of each local areas character. The items classed as significant agricultural heritage were farm machinery /agricultural implements, farm yards, hedgerows, stone walls, traditional transport vehicles such as carriages and horse drawn equipment. The traditional craft of thatching was also listed. Those who mentioned industrial archaeology expressed an interest in mining, milling and fishing and the preservation of associated industrial buildings.

The preservation of each local area's character related to restoration of local markets, the preservation of place names, and of traditional shop fronts and shops. Furthermore, recording social change, religion, story telling and folklore, road signs, old style public houses, furniture and post boxes were considered important. Cultural activities included the Irish language, art, folklore, literature, dancing, music and musical instruments were also included.

3.4 Personal Experiences of Heritage

3.4.1 Level of Respondents Interest in Heritage Subjects

Question three of the survey contained sub-questions to assess the level of interest amongst respondents in visiting heritage both within and outside the county. Respondents showed a high level of interest in visiting heritage attractions irrespective of location. Respondents expressed a higher interest in visiting heritage attractions inside County Wicklow with almost eight in ten (78.6 per cent; n= 393) expressing collective interest. Respondents were slightly less interested in visiting heritage attractions outside the county. More than three quarters (76 per cent; n= 380) were interested in visiting heritage outside Wicklow.

The interest of respondents to personally experiencing the natural environment was higher than any other aspect of heritage. Although they were most interested in natural heritage they were most aware of items of built heritage. Respondents interest in the

natural environment related to walking routes at locations such as rivers, seaside walks, hill walks and woodland walks.

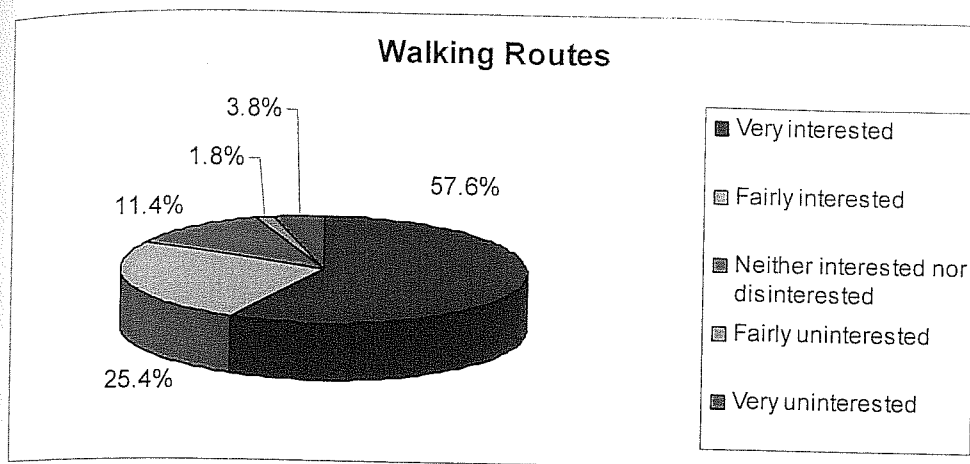


Figure 8: Walking Routes

More than half of respondents 57.6 per cent; $n=288$ stated they were very interested in using walking routes (Fig. 8). Respondent interest in walking appears to have strengthened their interest in conservation of the natural environment (Fig. 10). Over half (53.4 per cent; $n=267$) stated they were very interested in the natural environment. Respondents were also found to be keen to enjoy recreational time in the countryside with almost half (48.8 per cent; $n=244$) stating they were very interested (Fig. 9). This broad interest in the natural environment seems to stem more from enjoyment and recreational needs than a pure interest in heritage. The National Survey found peoples highest interest to be in the topic of wildlife. This was not found to be so in the Wicklow survey where the highest level of interest was in walking routes (Fig. 8).

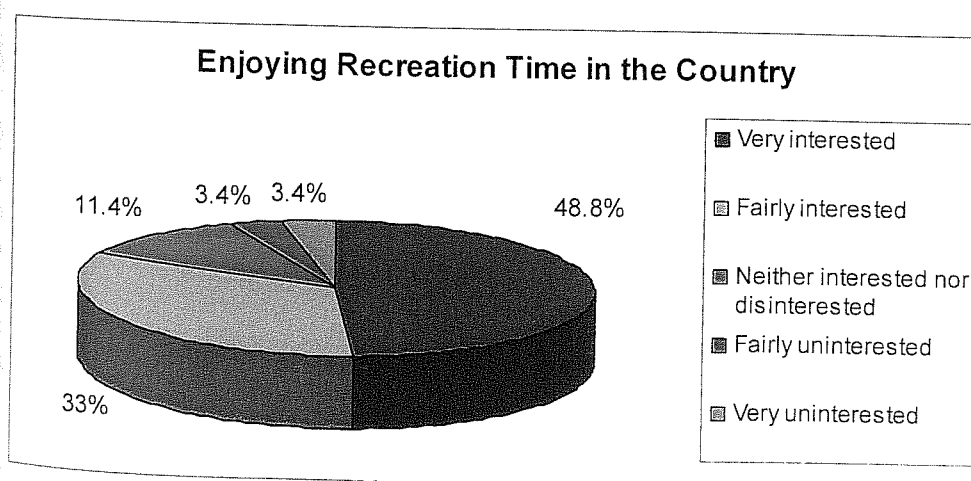


Figure 9: Enjoying Recreation Time in the Country

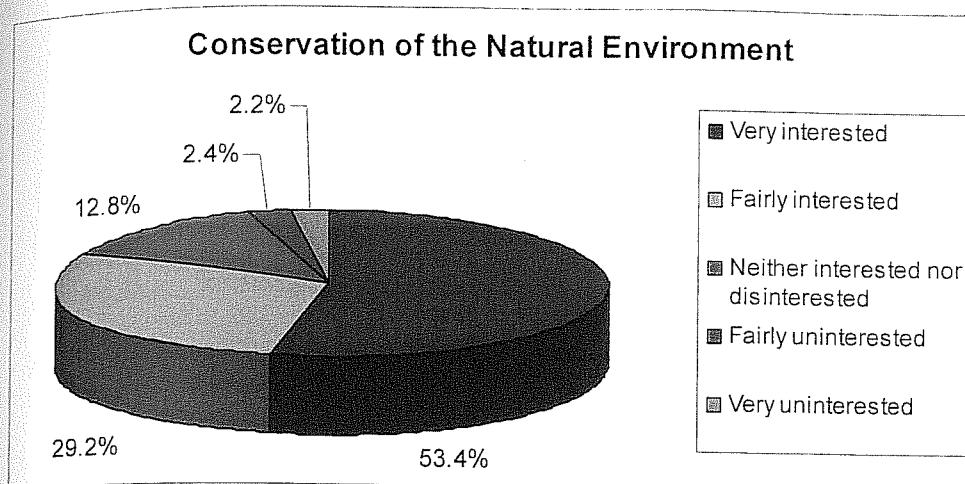


Figure 10: Conservation of the Natural Environment

In the case of built heritage almost half (48.2 per cent; n=241) of respondents stated they were very interested in preserving the character of Wicklow's towns and villages and almost half (46.8 per cent; n=234) were interested in preserving old structures.

The age group most interested in heritage were the 35-49 age category. This finding agreed with that of the National Survey, where those over 35 had the most interest in heritage. The least interested age group within Wicklow were the 15-24 year olds who also had the least interest in having access to more information. Those who would like to be given more information were the over 50 age group even though they were the second least interested in heritage.

The National Survey found the public held strong opinions on school involvement in heritage education. Eighty percent were in favour of schools playing a more active role. This Wicklow Survey found respondents held a similar opinion with almost eight in ten (77.6 per cent, n=388) people in favour of school involvement in heritage education.

3.4.2 Benefits of Protecting Heritage

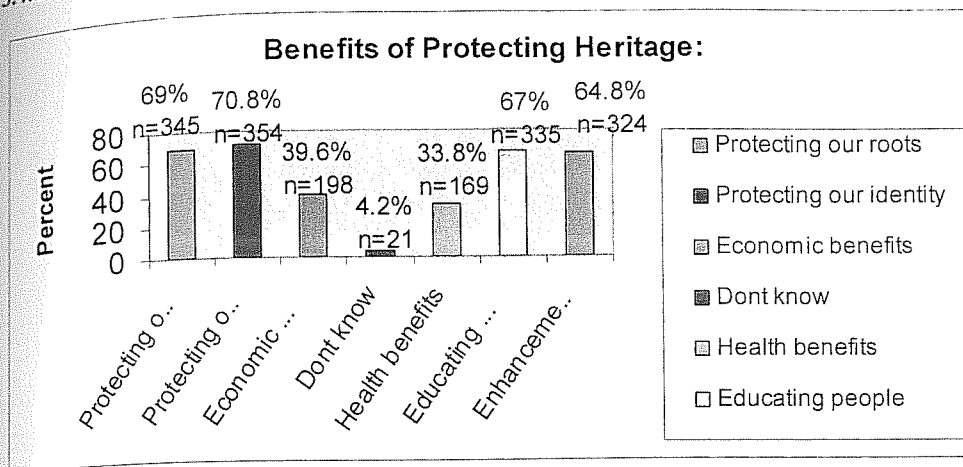


Figure 11: Benefits of Protecting Heritage

Question 4(a) was a multiple choice question. Respondents considered the option of “protecting our identity” to be the most important factor associated with protecting Wicklow’s heritage. This was cited by seven in ten (70.8 per cent; n=354) of respondents. It was closely followed by: (69 per cent; n=345) of people who cited protecting our “roots” as important (Fig.11). These two associated factors show links to the perception by people at national level of the importance of “keeping in touch with the past for future generations”.

At county level (67 per cent; n=335) of respondents felt that heritage was important in “educating people”. This may be linked to “protecting our roots” and “protecting our identity” as people need to be educated about their past to understand their heritage. More than six in ten respondents, (64.8 per cent; n=324) felt that heritage could enhance enjoyment and the human experience. Only four percent (4.2 per cent; n=21) of the respondents felt they “don’t know” of any benefits to protecting local heritage. This was slightly higher than the National Survey percentage as only two percent of respondents at national level expressed the opinion that there were no benefits to be gained from heritage protection.

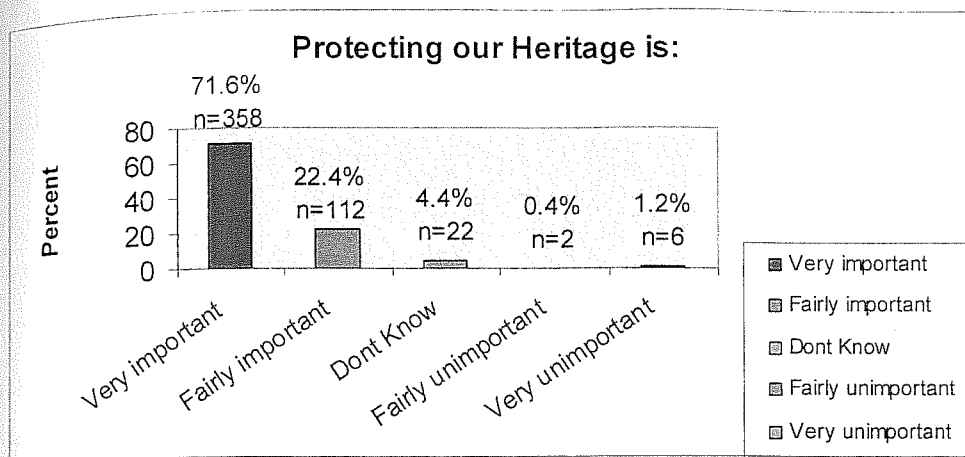


Figure 12: Protecting our Heritage is

In excess of seven in ten (71.6 per cent; n=358) stated that protecting heritage was very important (Fig.12). Opinions on protecting heritage are more strongly expressed in Section Three of the questionnaire where nine in ten (90.4 percent, n=452) respondents strongly agree that heritage should be protected. The fifty plus age category felt heritage protection was most important with one hundred and fifty four adults stating that it was very important and a further thirty three stating it was fairly important. The 15-24 age group thought heritage protection was least important with fifty people stating it to be very important and thirty expressing it was fairly important to protect heritage. The 15 - 24 age group had the highest "don't know" response with thirteen respondents stating they didn't know how important heritage protection was.

3.4.3 Main Sources of Information on Heritage

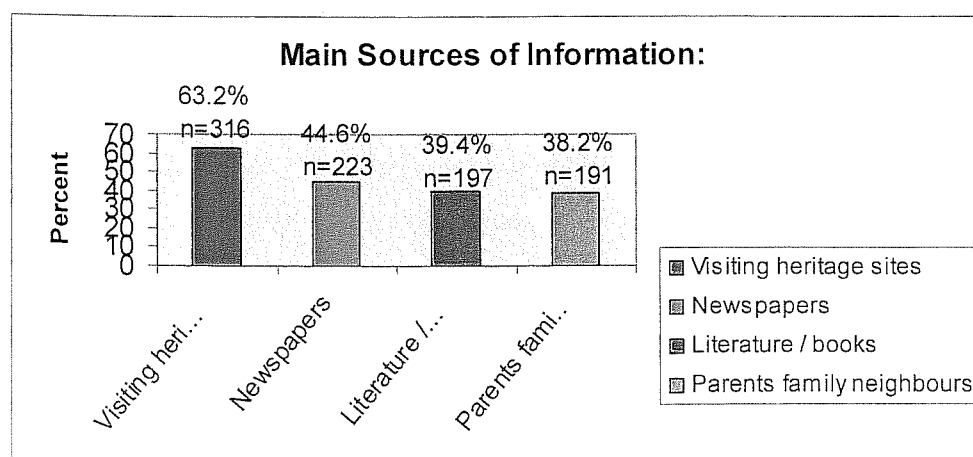


Figure 13: Main Sources of Information

Question Six asked respondents what they considered to be their main source of information on heritage. Visiting heritage sites was seen as the primary source of information on heritage (Fig. 13). Almost two thirds (63.2 per cent; n=316) of respondents mentioned visiting heritage sites ahead of newspapers (44.6 per cent; n=223), literature (39.4 per cent; n=197) and the category of parents/family/ neighbours (38.2 per cent; n=191). The lowest ranked source of information was the category of "Other". This category was for information sources used by respondents that were unlisted in the question. A number of respondents (2.4 per cent; n=12) cited an additional source as one of their four main sources of information on heritage. Of the twelve people who selected the "other" option, only one defined the actual source. This source of information was stated by the respondent to be "as part of a hillwalking group".

All age categories stated visiting heritage was their primary source of information on heritage. The fifty plus category cited that after visiting heritage attractions their main sources of information were literature, books and then newspapers. The thirty five to forty nine age category also felt visiting heritage sites was their primary information source, followed by newspapers and literature/books. This was found to be the reverse in the fifty plus category.

Twenty five to thirty four year olds cited parents/family/neighbours followed by newspapers as their primary sources of information. Amongst the youngest age category fifteen to twenty four year olds, parents/ family/ neighbours followed by secondary school were the greatest source of heritage information.

The main sources of heritage information at National Survey level were stated as tv (52%), newspapers and magazines (48%), books (46%) and secondary school (40%). As can be seen these sources were somewhat different to those at County Survey level. This difference between the National Survey and this Wicklow Survey may be attributable to the inclusion of additional options in the Wicklow Survey.

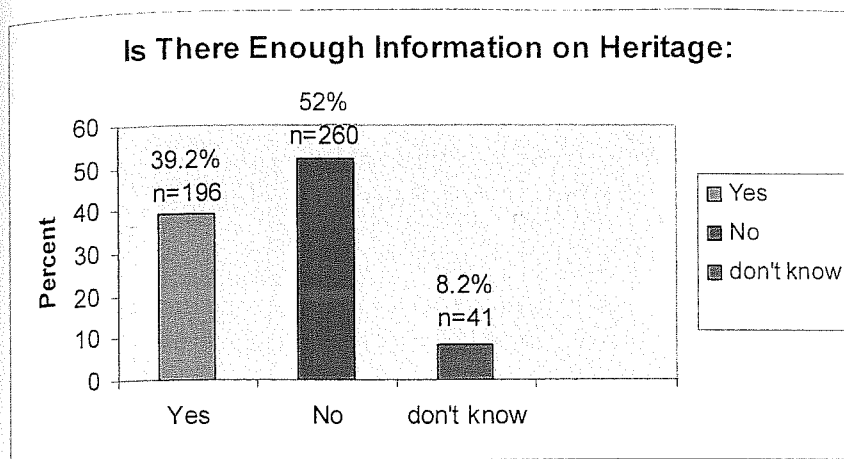


Figure 14: Is There Enough Information on Heritage

The National Survey highlighted a need for more information to be made available to the public. Question Seventeen in the Wicklow survey examined whether residents felt there was enough information available. In Wicklow over half (52 per cent n=260) of respondents felt that there was a need for more information on heritage (Fig. 13). There was also a high number of respondents in Wicklow who stated they would like to know more about heritage. In excess of three quarters (76.2 per cent, n=381) expressed interest in having a better knowledge of heritage.

The following quotations from respondents illustrate this:

"I am not aware of where to find information about heritage except for visitor centres or tourist offices. Perhaps a complete visitor guide for Wicklow showing heritage sites could be compiled"

Female age 25-34 East Wicklow village

"I think the Wicklow People and Wicklow Times could be used to do more articles to make people aware of information on heritage"

Female age 50 + East Wicklow town

"Often there is little or no information available at heritage sites"

Female age 50+ East Wicklow town

"Honestly I don't know, there probably is I have never looked for information and I don't know where I would look if I wanted any"

Male 35-49 West Wicklow rural area.

3.4.4 Information Resources People Felt They Would Use

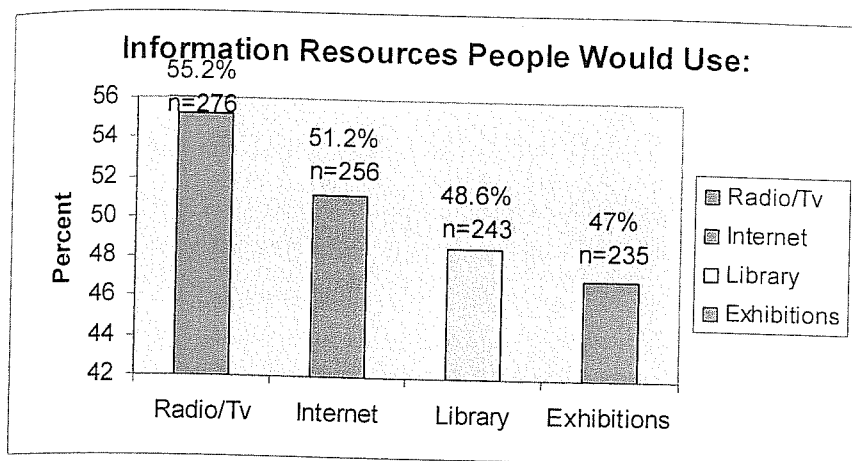


Figure 15: Information Resources People Would Use

In Question Eighteen respondents stated that the information resources they were most likely to use were radio/tv (55.2%, $n=276$), internet (51.2%, $n=256$), libraries (48.6%, $n=243$) and exhibitions (47%, $n=235$) (Fig. 15). The finding of Question eighteen contrasts with what people stated in Question Six to be their main sources of information on heritage. In Question Six only one fifth (21.2 per cent; $n=106$) of respondent's stated tv as a main source of information and in excess of one in ten (14.4 per cent; $n=72$) mentioned the internet. This suggests that respondents may feel that resources such as television and the internet are not fully utilised to disseminate information, but if they were they would use them. Literature/ books were a popular information source for Wicklow respondents about heritage and this is highlighted where respondents included libraries as an information resource they would utilise. Heritage can be interpreted through the traditional media such as visit orientated learning (Fig. 16). This is the most frequently used source of information. The provision of signboards, guidebooks and guides is beneficial. There needs to be a broad base of information if the intended audience is to be reached. The use of interpretive material cannot be over looked. The public can be reached through many means: for instance community meetings, conferences, leaflets, public lectures and walking tours as well as action groups.

3.4.5 Types of Heritage People Have Experienced

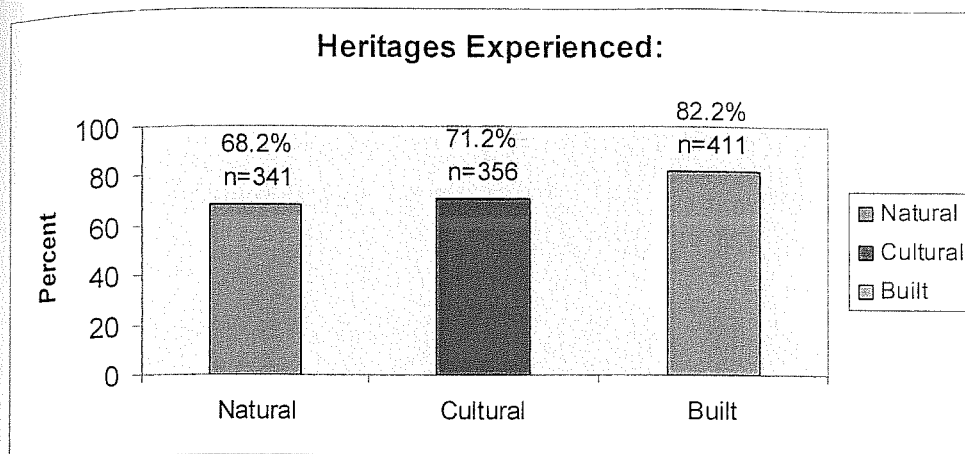


Figure 16: Heritages Experienced

In general people have at some time in the past experienced heritage. It should be borne in mind that there will always be a small minority of people who will never participate in heritage, either through choice or circumstance. The most intentionally experienced form of heritage was built heritage with in excess of four fifths (82.2 per cent; n= 411) of respondents at some stage having visited some item of built heritage (Fig. 16). In excess of seven in ten (71.2 per cent; n=356) respondents have intentionally experienced cultural heritage (music, dancing and literature), while almost seven in ten (68.2 per cent; n=341) have experienced natural heritage.

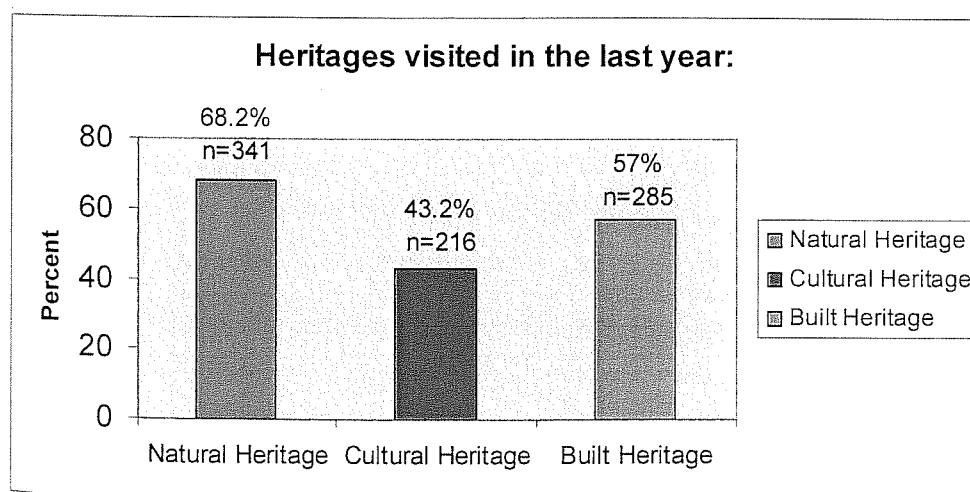


Figure 17: Heritages visited in the last year

Question Eight relating to heritage categories (natural, cultural and built) visited was divided into two sections: heritage visited in the distant past and heritage visited in the preceding twelve months. During the previous twelve months, the number of people intentionally experiencing heritage declines. The most popular type of heritage to experience is natural heritage (68.2 per cent; n=341). Built Heritage is cited by in excess of half (57 per cent; n=285) as being the next most popular source. The least popular was cultural heritage with in excess of two fifths of (43.2 percent; n=216) respondents intentionally experiencing it (Fig. 17).

The most frequently visited sources were coastal walking routes: the Wicklow Mountains National Park and Glendalough. It should be noted that these areas can be accessed free of charge, which can act as an encouragement to visit such areas (Duchas, 2005). The items of cultural heritage that people were most frequently involved in were traditional music sessions, set dancing and visits to The Mermaid's Arts Centre in Bray. While the most popular built heritage items were Glendalough, Wicklow Gaol and Baltinglass Abbey.

The majority of people visited heritage as part of a family unit (52 per cent, n=260). Two hundred and sixty people stated they went to experience heritage with their family, eighty seven people (17.4 per cent, n=87) went as individuals and seventy six (15.2 per cent, n=76) went as part of a group. These groups included active retirement groups, children's groups such as brownies and scouts, schools educational trips and literacy groups as well as society day trips such as Macra na Feirme.

The decrease in the numbers of people involved in experiencing heritage can be attributed to a number of reasons. Almost a third of people (31.8 per cent; n=159) stated they have felt prevented from enjoying Wicklow's heritage in the past (Fig.18). This may have impacted on them becoming less enthusiastic about further experiences.

3.4.6 Common Barriers to Enjoying Wicklow's Heritage

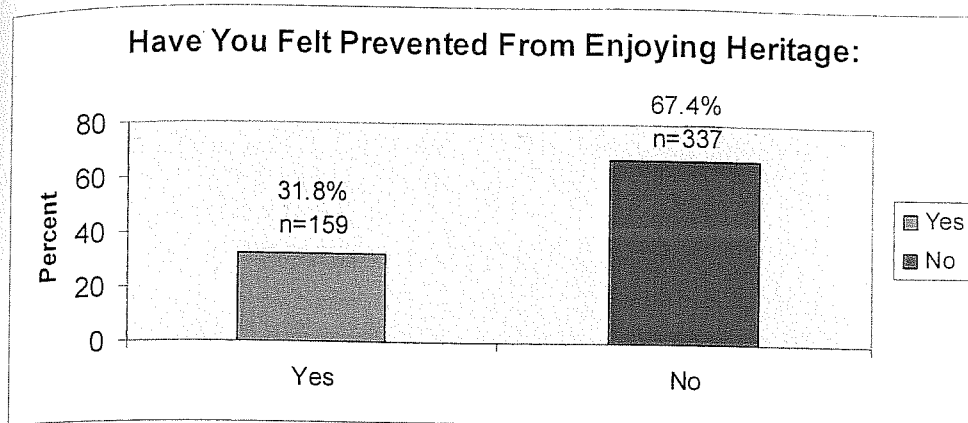


Figure 18: Have You Felt Prevented From Enjoying Heritage

Of those who commented in Question Ten, that they felt prevented from visiting or experiencing Wicklow's heritage (Fig.18), the main reasons given were: poor access to walking areas, including comments on whether they had a right of way and poor maintenance of walking routes. In this category Bray Cliff Walk was frequently cited. Litter, charges for car parking, and entry charges at heritage sites around Wicklow were also concerns.

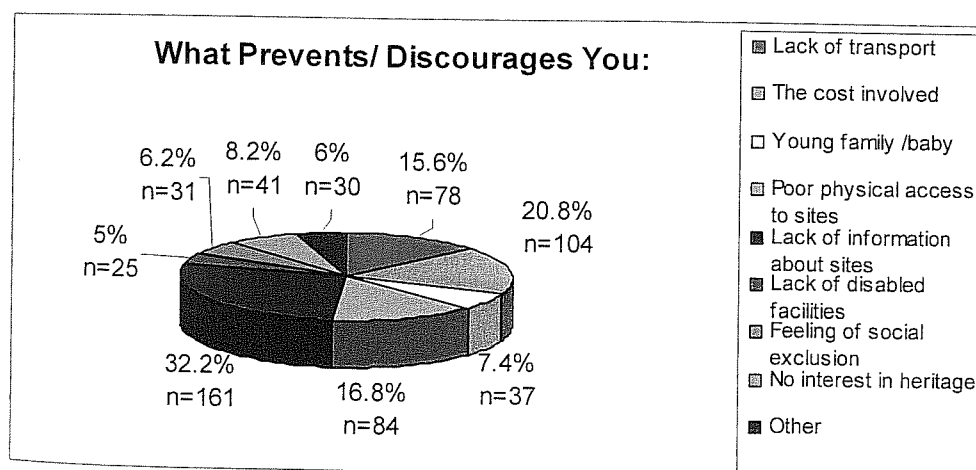


Figure 19: What Prevents/Discourages You

What prevented or discouraged people from experiencing heritage was raised for a second time to further explore this area. The main reason cited was a lack of information about heritage (32.2 per cent; n=161) (Fig. 19). This may be due to people not knowing what is available, or not knowing why they should be interested in a particular heritage attraction. This is a fundamental barrier, and significant reason for not visiting or taking

part in Wicklow's heritage. The lack of marketing information and/or the difficulties in accessing simple pre-visit information are preventing people enjoying heritage experiences. The perception of their being a lack of information can give people the false impression that there is little heritage or that it is not relevant to them. Advance information is an important tool in promoting heritage experience and interest in what is available throughout the county.

Lack of information was accompanied by additional barriers such as the cost involved (20.8 per cent; n= 104) and difficulties relating to physical access (16.8 per cent n=84) (Fig. 19). The cost involved can relate to entry cost, travel expenses and additional costs such as catering and merchandising. People make a value judgement as to whether a particular heritage resource is worth them spending their time and money on. The issue of cost is a significant barrier for certain members of the community who are on low income.

Of the five percent (5 per cent; n= 25) who cited other discouraging factors, the factors related to seniority and lack of time. Of those who say they do not have time or are too elderly to visit heritage sites, they may actually be saying they do not have sufficient interest to consider the experience sufficiently profitable on a social or intellectual basis for them to bother spending their leisure time in this way.

It is clear that barriers to experiencing heritage are not consistent across all age categories, but there are significant overlaps between groups, though some specific barriers exist for particular age categories. The 15-24 year old respondents cited a lack of transport as the main inhibiting factor for their lack of involvement followed jointly by cost and a lack of information about heritage. Lack of information was the most deterring factor for the 50+ age group, followed by cost and poor physical access to sites. The 25-34 age category stated a lack of information, young family/baby, and a lack of transport as issues affecting them. The 35-49 age group cited a lack of information as their main deterrent, followed by the cost involved in visiting heritage and then poor physical access.

A lack of transport is a difficulty for both urban and rural communities in accessing heritage resources. This inability to get to heritage resources is a significant problem.

The public transport infrastructure in County Wicklow is poor and those without access to cars find it difficult to experience heritage. Better public transport throughout the county could begin to address this issue. These deterring factors that people mentioned are not exhaustive, but they provide an insight into why people are deterred from making the most of their heritage experience.

3.4.7 People's Motivation For Visiting Heritage

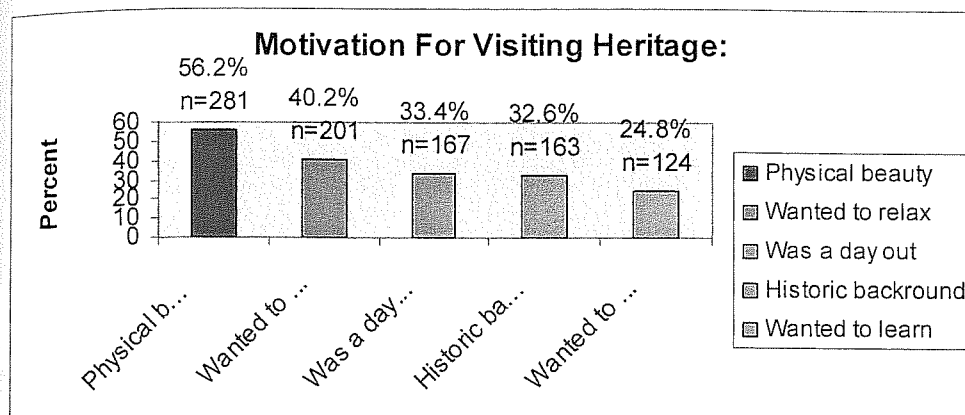


Figure 20: Motivation For Visiting Heritage

The most frequently stated motivational factors for visiting heritage are appreciation of the natural environment, and the pursuit of recreation. In the main, respondents were found to have a keen interest in the countryside and walking. This finding is supported by the motivational factors for visiting items of heritage. In excess of half of all respondents were motivated by the physical beauty of areas (56.2 per cent; n=281) (Fig. 18). Two fifths of respondents wanted to relax (40.2 per cent; n=201). One third wanted a day out (33.4 per cent; n=167). The option "because of its historic background" is also amongst the main motivational factors (32.6 per cent; n= 163). Almost a quarter of all respondents are motivated by a desire to learn about heritage (24.8 per cent; n=124). This shows that people want to identify with heritage through experiencing it.

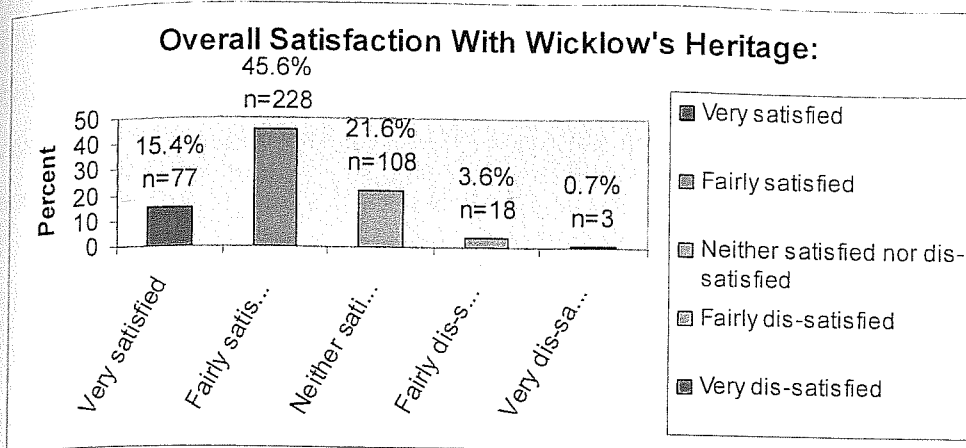


Figure 21: Overall Satisfaction With Wicklow's Heritage

Almost two thirds of respondents expressed a high level of satisfaction with their overall experience of Co. Wicklow's heritage (61 per cent; $n=305$). The number of people who were collectively dis-satisfied was found to be extremely low (4.2 per cent; $n=21$). In excess of one in ten (13.2 per cent; $n=66$) of those surveyed did not respond to this question. In excess of one fifth (21.6 per cent; $n=108$) were neither satisfied nor dissatisfied (Fig. 21).

3.4.8 Where People Heard About the Places They Visited

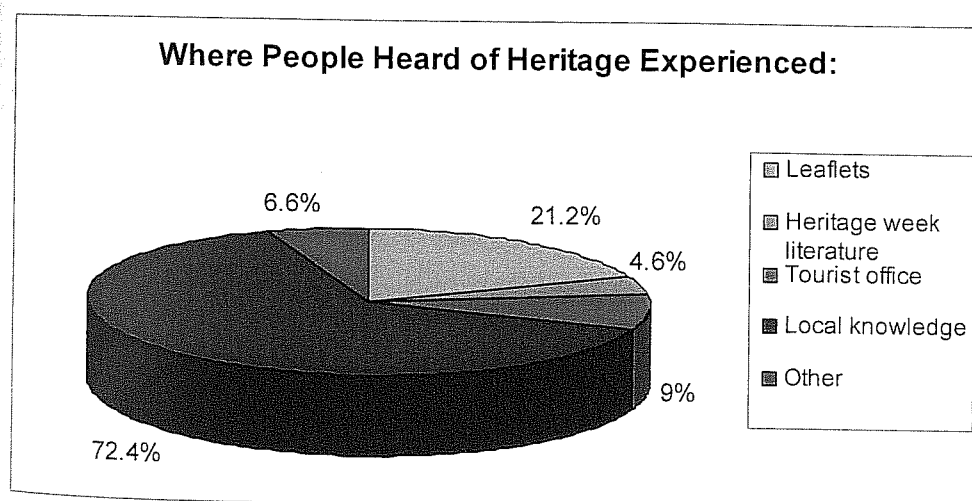


Figure 22: Where People Heard of Heritage Experienced

By far the most popular way of learning about heritage was through local knowledge (72.4 per cent; $n=362$), followed by leaflets (21.2 per cent; $n=106$). Of those who stated other sources, less than one tenth (6.6 per cent; $n=33$) mentioned visits organised by local

historical societies, literature/literacy groups, school trips, Macra na Feirma, scouts and brownies. Heritage week was the lowest ranked information source. Fewer than five per cent (4.6 per cent; n=23) had heard about the heritage they experienced by using heritage week literature.

3.5 Responsibility and Attitudes Regarding Heritage

3.5.1 Responsibility for Heritage

Respondents were asked what organisations in their opinion were responsible for heritage in Wicklow. The three main organisations people cited as responsible were the Wicklow County Council, An Taisce and Duchas/Office of Public Works (OPW). This response shows that respondents see heritage as being mainly in public ownership, with little appreciation for the work done by voluntary organisations. This perhaps leads to a lack of public commitment to becoming involved in heritage preservation, because of ambivalence about ownership of heritage. This finding is similar to that of the National Survey.

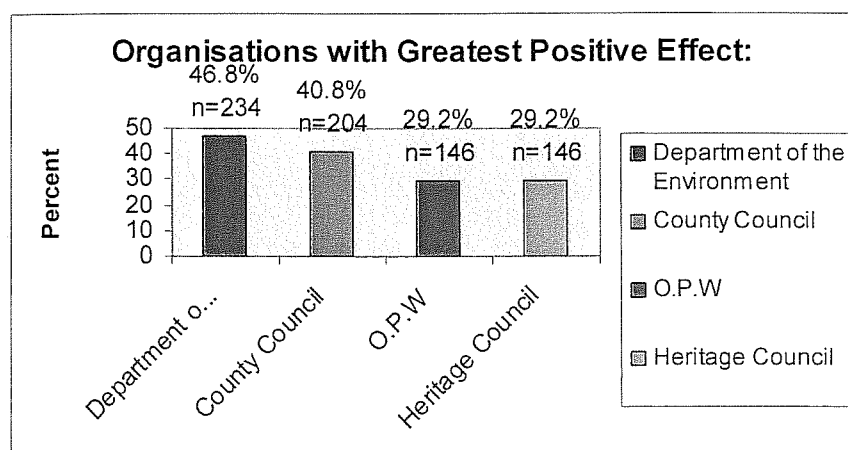


Figure 23: Organisations With the Greatest Positive Effect

Respondents were presented with a list of organisations and asked which had the greatest positive and negative effects on Wicklow's heritage. Respondents cited the Department of the Environment (46.8 per cent, n=234), Wicklow County Council (40.8 per cent, n=204), followed jointly by the OPW (29.2 per cent, n=146) and the Heritage Council (29.2 per cent, n=146) as having the greatest positive effect on heritage. These organisations did not reflect those mentioned by respondents in Question Seven. This

finding calls into question whether people are fully aware of the organisations involved and their roles.

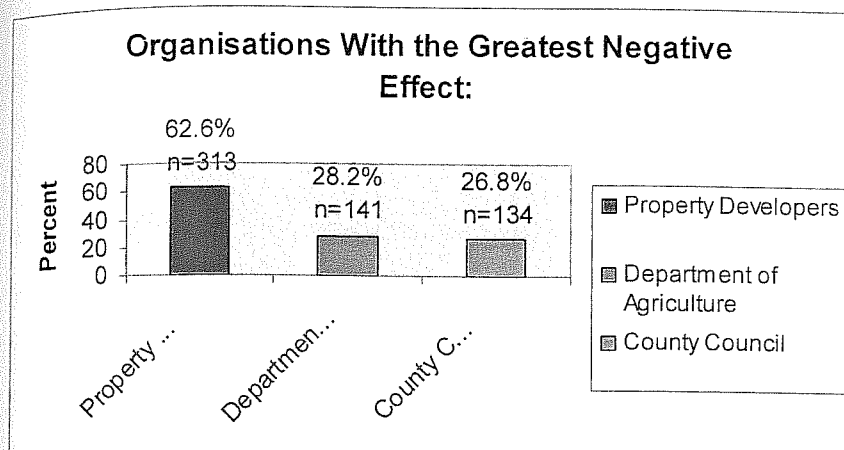


Figure 24: Organisation With the Greatest Negative Effect

The organisations seen as having the most negative effect on Wicklow's heritage were property developers (62.6 per cent, n=313), Department of Agriculture (28.2 per cent, n=141) and the Wicklow County Council (26.8 per cent, n=134) (Fig. 24). The County Council is seen as important to Wicklow's heritage. However respondents express mixed opinions as to the effect they have on heritage. Overall opinion regarding the County Council's role is more positive than it is negative. Property developers are seen as the predominantly negative effect on Wicklow's heritage with over three hundred people stating they have a negative effect on heritage.

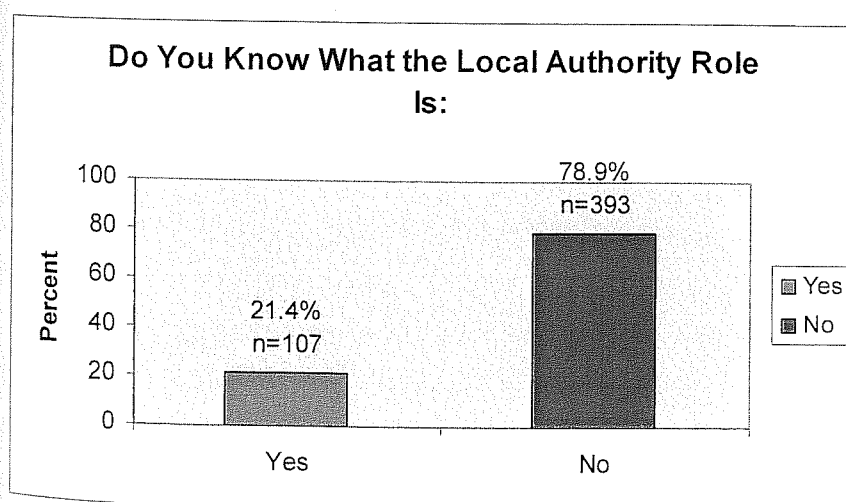


Figure 25: Do You Know What the Local Authority Role Is

Almost four fifths (78.9 per cent, n= 393) stated they did not know what the local authorities role was with regard to heritage. Of the one fifth (21.4 per cent, n= 107) who stated they did know the role of the local authorities, it was said to be regulating building in the county and the preparation of the County Development Plans (Fig 25). Only one person cited the protection of significant structures as being contained in the Development Plan.

There is a poor level of awareness regarding the local authority's current involvement in heritage initiatives. Few people are aware of the existence of a County Heritage Plan. Almost four fifths of respondents (78 per cent, n=390) stated they had never heard of the County Heritage Plan. Eight in ten people (82.6 per cent, n=413) are unaware whether Wicklow has a Local Authority Heritage Officer. Respondent opinion on responsibility and accountability for heritage seems to be based on guesswork rather than knowledge.

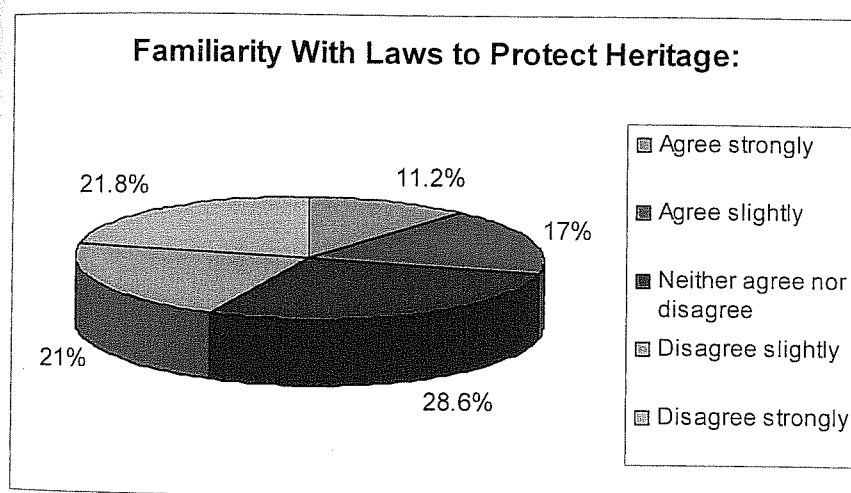


Figure 26: Familiarity With Laws to Protect Heritage

Familiarity with the laws to protect heritage are also very mixed with a low number of people expressing any awareness (28.2 per cent, n=141). 28.6 per cent, (n=143) neither agree nor disagree with being familiar and a further (42.8 per cent, n= 214) are in disagreement regarding familiarity with heritage laws. Within Wicklow, 11.2 per cent of people claim to be familiar with laws to protect heritage. This is higher than the National Survey Level where 6.2 per cent claim to be aware of the laws. Their real knowledge of the laws may be questioned in the light of the poor level of awareness of the local authorities' role in heritage.

When the topic of paying for heritage protection was raised, approximately one eighth (12 per cent, n=60) of people felt the government spends too much on heritage, while (62.8 per cent, n=314) stated that regardless of cost, heritage should be protected. Almost three fifths (58.8 per cent, n= 294) collectively think tax payers money should be used to fund heritage protection. Almost eighty percent (79.6 percent, n=398) of people feel that the government should offer incentives to encourage heritage preservation. These figures suggest that people have a strong sense of government participation in heritage protection and the public are in favour of funding heritage protection. The same question was asked of people at National Survey level and yielded a fifty per cent abstention. This failure to answer was attributed to a lack of knowledge and interest in the area. In the Wicklow Survey 99.6 per cent of people responded indicating a higher level of interest in the area and more support for government spending on heritage. Overall Wicklow residents are in support of government spending on heritage, but twelve percent of respondents feel that the government spends too much money on heritage. This is a one per cent increase on the figure for national level.

The overall response to personal responsibility regarding heritage was high with (52.2 per cent, n=261) of people in strong agreement that heritage protection is everyone's responsibility.

3.5.2 Attitude to Involvement in Heritage Preservation

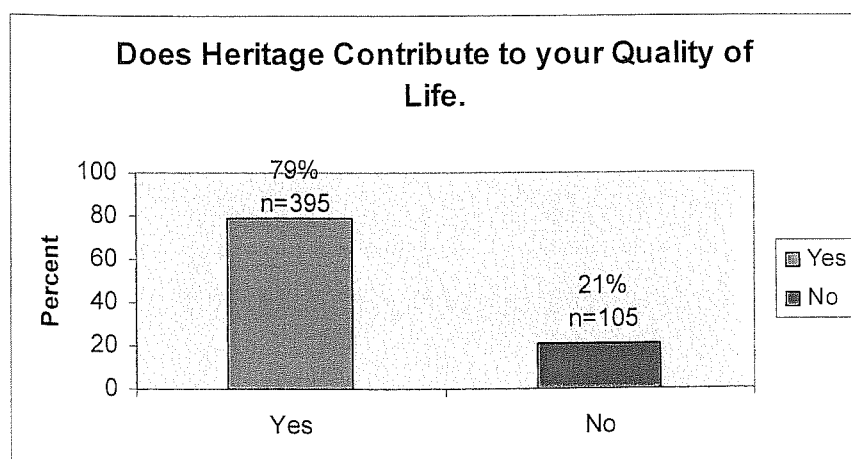


Figure 27: Does Heritage Contribute to Your Quality of Life

A high number of people feel heritage does contribute to their quality of life. 79 per cent, (n= 395) of people feel heritage does have a positive influence on their lives. Yet relatively few people are willing to become personally involved in heritage protection.

Respondents did, however place a positive emphasis on everybody being accountable for heritage protection with over seven tenths (77.4 percent, n=372) stating heritage protection should be everyone's responsibility (Fig. 27). There is a strong sense of lack of ownership with regard to heritage and a strong sense that statutory bodies should be held responsible for heritage protection and preservation. A sense of ownership and pride in community heritage could positively increase voluntary involvement. When questioned about the priorities for heritage in their local area, the preservation of existing heritage was cited as the main priority, followed by better advertising, awareness campaigns and improved access to heritage areas.

3.5.3 Attitudes to Volunteering in Heritage Preservation

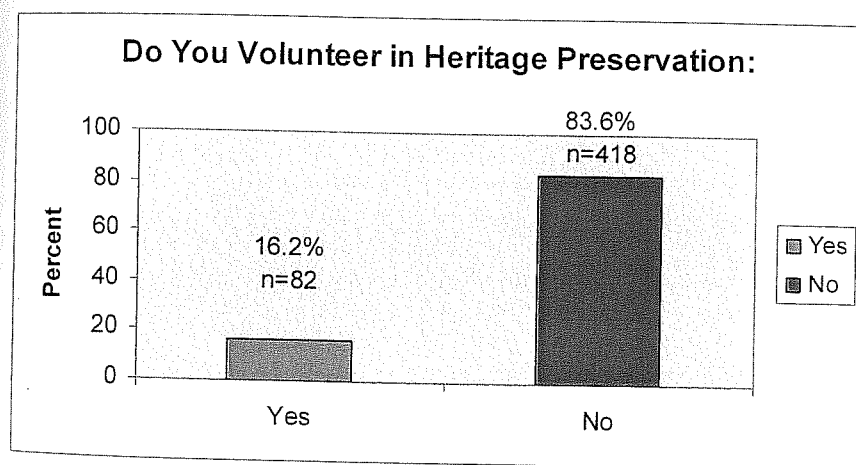


Figure 28: Do You Volunteer in Heritage Preservation

There is a low level of voluntary participation in the whole area of heritage with (83.6 per cent, n=418) of people stating they are not currently involved as volunteers (Fig. 28). While (45.2 per cent, n=226) stated they would not volunteer to participate in heritage preservation activities. One quarter (26 per cent, n=130) stated they intend becoming involved in heritage when they get older. This figure agrees with the National Survey where twenty five per cent said they will get involved when they are older. Almost half (49.2 per cent, n=246) neither agreed nor disagreed that they would get involved at a later stage. Respondents do, however, emphasise the value of preserving heritage for future

generations and see volunteering as worthwhile. Yet they do not wish to become personally involved.

The barriers preventing people from participating in voluntary work are numerous. The main reasons highlighted were:

- A lack of experience. People feel they have never worked in the area of heritage preservation and would not have sufficient skills to benefit preservation projects.
- Not knowing of opportunities to participate. People are unaware of the recruitment and co-ordination of volunteer activities.
- Lack of time is a barrier and is a reason given by (30.2 per cent, n= 151). This reason may have been given to mask indifference to the concept of volunteering.

The research into young people's attitudes and volunteering reaffirms some of these barriers. Young people aged 15- 24 felt key barriers to participating were:

- A lack of experience.
- A lack of time.
- The image of volunteering - many felt volunteer activities would not be any fun.
- Young people feel they can not afford to spend time working for free.

Public Attitudes to Statements Regarding Heritage

Table 2: Public Attitudes to Statements Regarding Heritage

	Agree Strongly	Agree Slightly	Neither Agree nor Disagree	Disagree Slightly	Disagree Strongly
Heritage should be protected	80%, n=400	10.4%, n=52	9.2%, n=46	0.2%, n=1	0.2%, n=1
I am proud of Heritage in Wicklow	51%, n=255	27.4%, n=137	18.6%, n=93	1.8%, n=9	1%, n=5
I would like to know more about Heritage	50%, n=250	26.2%, n=131	21.4%, n=107	0.8%, n=4	1.2%, n=6
I am actively involved with heritage at a local level	4%, n=20	8.2%, n=41	46%, n=230	16.2%, n=81	24.8%, n=124
The government spends too much money on Heritage	6.2%, n=31	5.8%, n=29	38%, n=190	17.8%, n=89	31.9%, n=159
When you think of Heritage you think of your local area	17.8%, n=89	27.2%, n=136	32.8%, n=164	11.6%, n=58	10.4%, n=52
Taxpayers money should be used to fund Heritage protection	30.4%, n=152	28.4%, n=142	29.4%, n=147	5.4%, n=27	6%, n=30
People should be penalised for not preserving heritage	45.8%, n=229	26%, n=130	21.2%, n=106	3.8%, n=19	3.0%, n=15
The Government should offer incentives to encourage Heritage protection	52.6%, n=263	27%, n=135	16.2%, n=81	1.6%, n=8	2.2%, n=11
I am too busy to be involved with Heritage	9.8%, n=49	19.2%, n=96	41.6%, n=208	12.2%, n=61	16.6%, n=83
Our Heritage is aimed at foreign tourists	14.4%, n=72	28.6%, n=143	30.6%, n=153	15.2%, n=76	10%, n=50
Schools should play a more active role in Heritage education	47%, n=235	30.6%, n=153	17.8%, n=89	2.4%, n=12	1.6%, n=8
Heritage is protected for tourist's benefit	15.4%, n=77	29%, n=145	32.6%, n=163	12.6%, n=63	9.6%, n=48
No matter how much money it costs our Heritage should be protected	33.2%, n=166	29.6%, n=148	25%, n=125	8.2%, n=41	3.8%, n=19
I intend becoming involved with Heritage when I am older	9.2%, n=46	16.8%, n=84	49.2%, n=246	11.4%, n=57	13%, n=65
Heritage protection is everyone's responsibility	52.2%, n=261	22.2%, n=111	19.6%, n=98	3.6%, n=18	2%, n=10
I am familiar with the laws used to protect our National Heritage	11.2%, n=56	17%, n=85	28.6%, n=143	21%, n=105	21.8%, n=109
The Local Authority should spend more on Heritage	31.6%, n=158	28%, n=140	28.2%, n=141	7.8%, n=39	4%, n=20

Despite a lack of involvement, almost eight in ten people (78.4 percent, n=392), express collective pride in their heritage (Table 2). Only fourteen people (2.8 percent, n=14) expressed disagreement that they were not proud of their heritage. Respondents have a strong opinion that tourism is a motivating factor in the preservation of heritage. There is a sense that heritage is aimed at foreign tourists, an opinion held by four in ten (43 percent, n=215) of respondents (Table 2). Four in ten (44.4 percent, n=222) also feel that heritage is protected to benefit tourists (Table 2). Perhaps a reassessment of the area of tourism and its place and value within the county could be beneficial.

In question twenty seven the public were asked to suggest activities and projects which would promote community involvement in heritage. Suggested activities were predominantly based around family activities and children's education projects at school level.

When questioned on whether heritage prevents development the majority of (69.6 percent, n= 348) were of the opinion it did not prevent development. Of the 29 per cent, n=145 that felt heritage did prevent development, respondents were of the opinion that short-sighted developments were being constructed, but also that some items considered as heritage are disposable. The general feeling is that heritage can still survive with sustainable planning. The following comments most coherently express the general attitude of respondents.

"I think preventing development is a good thing as creeping suburbia is threatening to join areas of Bray, Enniskerry and Dublin without a break"

50+ Female from a town in East Wicklow

" Sometimes I feel the lengths people go to to protect heritage is extreme. Almost everything can be considered heritage when it suits not everything from the past needs to be preserved; for example look at the Glen of the Downs and Carrickmines Castle "

25-34 Female from a town in East Wicklow

"It is necessary to prevent development as a balance needs to be struck between heritage and what is considered progress. Developers would built anywhere if they had the chance"

35-49 Male from a village in West Wicklow

"It depends on the type of development and what the heritage in question is. I think that preventing people building a home in their locality is a disgraceful infringement of ones rights and compromise in the area of development is necessary"

50+ Female from a village in West Wicklow

3.6 Interview Findings

Four members of the public were interviewed to ascertain their views with regard to personal involvement and experience in heritage, the role and influence of the local authority and public representatives, and their personal opinion regarding heritage and development. The transcripts of the four interviews are included as Appendix 3, 4, 5 and 6.

All four interviewees were of the opinion that heritage related to Irishness, the past and a strong sense of links to history. All four agreed that heritage did impact on their lives. Interviewee One and Four related their views to the importance of a knowledge of history and the past. Interviewee Two and Three stated that heritage was important for relaxation purposes and enjoyment of the natural environment. They clearly saw heritage as a resource to be utilised for recreational purposes.

The four interviewees felt that more could be done to promote awareness and understanding of heritage. Two of the four (Interviewee One and Two) stated there was a large volume of information available on heritage, Interviewee One felt that information at regional level needs to be addressed the other felt that if people were interested they would source information themselves. Both Interviewee One and Two felt that arranged activities and awareness campaigns to promote interest and involvement in heritage

would be beneficial. Interviewee Four focused on environmental awareness in order to protect natural heritage. Interviewee Three felt that local museums could raise awareness of the heritage available in each local area. The opinion of a need for awareness of heritage echo's that expressed in the questionnaire where people see a need for awareness campaigns.

Those interviewed were unclear as to the Local Authority's role in heritage. Interviewee Four stated they did not know what the role was. The remaining three interviewees employed guesswork to define the Local Authority's role, but were clearly unsure.

Interviewees One, Two and Three made reference to planning permission. Interviewee One expressed dissatisfaction with the granting of planning permission. Interviewee Three felt the local authority fulfilled their role with regard to planning. Interviewee Two and Three said the local authority needed to do more with regard to promoting heritage through exhibitions and community events. The other interviewee did not know the role of the local authority.

All those interviewed expressed an opinion on whether they considered elected representatives did enough to protect heritage. Three felt that elected representatives influence in the area of heritage was lacking. Interviewee One felt that representatives were powerless in the area of heritage protection, interviewee two referred to what they felt was the negative effect of 'one-off housing' in spoiling an areas beauty, while Interviewee Three felt that other issues were given priority over heritage. Interviewee Four felt that a named representative (Dick Roche) had a positive influence, but they felt they could not comment on whether he did enough in the area. There was a lack of consistency in the answers given, but on the whole opinions expressed were negative regarding the role of elected representatives.

Interviewee Two was aware of a local authority heritage officer and could state the name of the current county heritage officer. Interviewee Three guessed that as a result of the awareness survey being undertaken, there probably was a Heritage Officer but they could not name the incumbent "I don't actually know if there is one but I'm guessing there must be if the original survey you got me to fill in was for the heritage office there must

be an officer running it". The remaining two of the interviewees (Interviewee One and Four) did not know of the presence of a heritage officer in County Wicklow.

Only Interviewee Two was able to comment on how the heritage officer had contributed to retention, preservation, conservation of Wicklow's heritage through involvement in the formulation of a heritage plan and the conducting of an awareness study. The interviewee felt this was a good way to begin promoting heritage.

Three interviewees expressed a level of dissatisfaction with the level of heritage preservation in the county. Interviewee Two commented on having doubts about the preservation of buildings in private ownership. Interviewee Four felt there were too many housing developments which were having negative impacts on the countryside. Interviewee One felt that elected representatives should have more influence over heritage matters. Interviewee Three felt they were not well enough informed to comment. The lack of consistency in the answers given by interviewees may be attributed to a poor level of awareness with regard to the area of heritage preservation.

Interviewee One visited natural and built heritage within the locality and visits items of heritage as long as they are close by. Their main reason given for involvement in heritage was a sense of belonging to the area and an interest in local history. The interviewee also expressed an appreciation of the beauty of the places visited and an ability to spend recreational time in such places. Interviewees Two and Four had visited scenic areas and historic sites but Interviewee Two attributed their main source of heritage to be from their involvement in cultural activities. Interviewee Four saw their involvement in cultural activities as an opportunity to spend time with family and unwind. Interviewee Three experienced areas of natural and built heritage at weekends, as they provided areas for children.

Two interviewees (One and Four) were on the whole satisfied with their heritage experiences. Interviewee Two and Three found their experiences enjoyable but expressed some dissatisfaction. Interviewee Two mentioned the issue of litter. Interviewee Three found the high numbers of people using heritage areas during the summer a drawback as it resulted in overcrowding.

Interviewees felt deterred from experiencing heritage. Interviewee One mentioned the issue of rights of way on frequently used walking routes. Interviewee Two reiterated the issue of litter as well as poor weather conditions. Interviewees Three and Four, with children, mentioned that being charged for the experience deters them while one of the two commented that if places were free they would be more likely to visit more frequently.

The main sources of information on heritage differed amongst interviewees. Interviewee One stated their main sources of information was parents and local knowledge, as well as being a member of the local historical society. Interviewee Two cited newspapers and books as their main information source. Interviewee Three stated local knowledge as their main source. Interviewee Four stated family and studying history in university as their main sources.

Interviewees suggested methods to improve Wicklow's heritage. Interviewee One felt the council should consult with residents regarding heritage issues and the council should also have better control over property developers. Interviewee Two felt that signposts shouldn't be unsightly and traditional signposts should be kept in areas. Interviewee Three felt a heritage awareness campaign should be run and leaflets should be available highlighting significant features in the area. Interviewee Four felt that by constantly mentioning heritage people will become more aware.

Regarding personal participation in heritage, Interviewee One felt it to be worthwhile as it gives people a sense of local pride and community stability. Interviewee Two felt it worthwhile and would become involved if they were asked. They also felt their age and lack of experience in the area would prevent them from being useful. Interviewee Three would participate if her children could be involved but was unaware of any such schemes. Interviewee Four would not become involved due to having a young family, but admired people who were involved.

Property developers received mixed reactions from interviewees. Interviewee One felt that heritage preservation and development could both occur with planning, but was concerned about certain areas being developed within Wicklow.

Interviewee Two felt developers would build wherever they could. Interviewee Three felt that people get carried away with heritage protection and that there needs to be progress as well as preservation. Interviewee Four felt there was a need for more houses due to the growing population but careful planning by the council was needed.

Interviewee One felt arranged activities could provide people with knowledge and enjoyment and make help them gain an appreciation for heritage. Interviewee Two and Four felt that arranged activities would be beneficial if they took the form of a social outing and were family orientated. One said that it would make people aware that heritage is what gives the county its character.

Interviewee One thought that schools should teach children about heritage and the county council should promote history groups and arrange activities to inform people about the availability of local heritage. Interviewee Two felt re-enactments of historic events, fairs and community picnics would get people involved in heritage. Interviewee Three felt there should be local museums as well as photo exhibitions and heritage projects for school children in the summer months. Interviewee Four felt fun days in local heritage areas as well as nature walks for children are beneficial and they would like to see more emphasis on built heritage.

Chapter Four: Conclusions and Recommendations

Analysis of Results

The aim of this study was to examine the current level of heritage awareness in County Wicklow and assess the attitudes of the community with regard to heritage at County level. The study is modelled on the 1995 National Awareness Survey compiled for the Heritage Council and this allows comparisons to be made between the two studies. As this study is the first study carried out at county level it is not possible presently to make comparisons with other counties, but the author expects that as other counties commission such studies, this work will prove useful as a base line in their endeavours.

The first objective of this study was to determine what Wicklow people understand as heritage. Respondents clearly comprehended historical features of the built environment to be heritage. Historic buildings, pre-historic sites, monuments and archaeological objects were understood to be heritage by 4 in 5 respondents.

There is also a recognition that heritage is a constantly developing resource and that features that may not be heritage today may have the potential to become so in the future. Wicklow people are supportive of the preservation of their built heritage and are particularly interested in preserving the character of their towns and villages and in generally preserving old structures. In this study more than 70 percent of respondents strongly agree that all heritage should be protected. Those placing the greatest importance on heritage protection were the 50 plus age category while the highest "don't know" came from the "15-24" group.

Respondents were asked to give examples of features not listed on the questionnaire that they considered to be heritage. Agricultural implements and agricultural features such as hedgerows and stone walls were given as examples. Also instanced were industrial archaeological features from Wicklow's mining, milling and fishing past.

There is uncertainty amongst Wicklow people as to whether the natural environment is heritage. This finding arises from their definition of the word heritage rather than from a lack of esteem and respect for the natural environment.

In fact the study shows that Wicklow people are more interested in experiencing the natural environment than any other aspect of heritage. This contrasts with the fact that they are most aware of built heritage.

Their interest in the natural environment seems to stem more from their experiences of it as a recreational resource rather than from their understanding of it as heritage. It is linked to their experience and enjoyment of walking routes, particularly at locations such as rivers, seaside, hills and woodland. This finding that Wicklow peoples greatest interest when it comes to the natural environment is in experiencing walking routes contrasts with the National Awareness Survey which found that people's greatest interest was in wildlife.

Wicklow people understand that the cultural customs and traditions inherited from the past are heritage and are supportive of the preservation and promotion of these aspects of heritage.

The second objective of this study was to assess opinions on the importance of heritage. The study indicates that Wicklow people feel that heritage is linked to history, the past, and the legacy left from previous generations. They equate heritage and it's protection with their own identity; the protection of that identity; and as an enhancement of the quality of their lives.

Three in every five Wicklow people agree that taxpayers money should be spent on heritage protection and eight in ten agree that the government should fund incentives to encourage heritage preservation. In the National Awareness Survey fifty percent declined to answer this question, whereas in this study 99.6 percent responded. This indicates strong support for the public funding of heritage.

The third objective of this study was to assess expectations of heritage attractions. The most frequently visited heritage attractions were walking routes, Wicklow mountains, Glendalough (both the valley and monastic settlement) and Baltinglass Abbey. The main reasons given preventing people from visiting heritage attractions were poor access to and poor maintenance of walking areas, uncertainty regarding right of way to some areas; cost and transport.

Other negative factors effecting their enjoyment of heritage attractions were litter, parking charges, entry charges. It is certainly possible to remedy the litter problem that may exist by encouraging the public to take home their litter and by the implementation of a vigilant maintenance policy. Parking and entry charges are essential for the economic viability and management of heritage attractions and other than implementing a policy of graduated charges based on the ability to pay it is difficult to see how this problem can be addressed. Two in every three people are highly satisfied with their experience of Wicklow's heritage attractions.

The fourth objective of this study was to develop an understanding as to why certain sections of the community may not participate in heritage. Respondents cited a number of factors preventing them participating in and experiencing heritage. Firstly, there is a perceived deficit of information about heritage. This perception is likely to arise from a number of causes, including a real scarcity of information, a lack of knowledge on where and how to access available information, and /or a lack of initiative in accessing available information. The publication of more information will lead to greater participation in heritage by the community. It is crucial to the success of any campaign that the information be available in easily accessible forms. The targeting of specific population segments will achieve best results. The age group in this study most interested in heritage were the 35-49 category and this finding agrees with the National Awareness Survey where the over 35 category had the greatest interest in heritage. The category least interested in participating in heritage are the 15-24 age category. Lack of transport and cost are the reasons given for their low participation rate in heritage. This category is also the one least interested in more information on heritage. Initiatives targeted specifically at this category, including targeted information should be considered in an attempt to improve their participation in and enjoyment of heritage.

The issues of cost and transport are seen as significant barriers to participating in heritage. While cost as a barrier to participation might be reduced to some degree by a system of graduating entry fees in relation to specific target groups it will remain the case that willingness to participate in heritage will always remain a value judgement by the individual. The lack of transport was also seen as a difficulty in accessing heritage resources. Public transport infrastructure is poor in County Wicklow and heritage

features of all categories are widely dispersed throughout the county. It is difficult to envisage how an economically viable public transport system serving heritage attractions could be put in place, even as part of a system serving the broader community. It is suggested that it is a matter worthy of separate study in the expectation that even a partial solution would improve participation rates and enjoyment of heritage.

There is a low level of voluntary participation in heritage preservation and protection in County Wicklow and there is a lack of appreciation of the work done by voluntary organisations. More than four in every five people are not currently involved in these activities. This contrasts starkly with the fact that almost four in every five Wicklow people believe that heritage protection is everyone's responsibility. The main reasons given for not participating in voluntary heritage work were, lack of experience, lack of knowledge of where and how to participate and lack of time. One in four stated they intend to become involved when they are older. This is the same as the finding from the National Awareness Survey.

The fifth objective of this study was to examine the understanding of the role government agencies play in preserving heritage within the county. The primary agencies cited as being responsible for heritage were the County Council, An Taisce and Duchas/ Office of Public Works. Despite this almost four in every five did not know what the County Councils role is regarding heritage and a similar proportion had not heard of the County Heritage Plan or that there is a Heritage Officer employed by the Council. While Wicklow residents feel that Wicklow County Council Duchas/OPW and An Taisce are the organisations most responsible for the protection of heritage they also see the Department of Environment as having a positive role. However, there is a lack of knowledge in the community on the detail and extent of these organisations role.

The sixth objective of the study was to consider what initiatives the public see as helpful in raising awareness of the value of heritage in the county. More than one in every two Wicklow residents felt that there is a need for more information on heritage and more than three in every four are interested in having a better knowledge of heritage. This points to the need for an increase in the dissemination of heritage information. Any new information initiatives should not be only about increasing the volume of information but should use the various media forms to get the message to the widest possible audience

and should target specific groups of the population to achieve maximum effect. All categories in this study stated that at present their main source of information on heritage was visiting heritage and the most popular way of learning about heritage in Wicklow was through local knowledge. Other sources of information were literature, books, newspapers, parents/family/neighbours and secondary school. This order of importance of information sources contrasted noticeably with the National Awareness Survey where the main sources of information were television, newspapers, magazines, books and secondary school. The National Awareness Survey found that the public strongly agree on the benefit of school involvement in heritage education and this study found that Wicklow people hold a similar view. As the 15-24 age group in this study were the category with the lowest knowledge of and interest in participation in heritage. The benefit of disseminating heritage information through the education system is obvious and has wide support.

As set out earlier in this discussion initiatives on cost, transport, access and the provision and maintenance of walking routes are all measures with broad public support from Wicklow residents. While it is difficult to show that initiatives in regard to these measures would increase awareness of heritage in the short run, one would expect that by increasing participation levels the measures would also increase awareness and participation levels in the long run.

Conclusions

In this study the conclusions and recommendations are given in point format as per County Council requirements.

The main findings from this study were:

- Wicklow people equate protecting Wicklow heritage with “protecting our identity”. They have a strong sense of awareness of old architectural features as heritage while recognising that modern structures have the potential to become heritage in the future. Although they are most aware of built heritage, they are primarily interested in natural heritage. Respondents are more interested in visiting heritage within Wicklow than in other areas of Ireland. Residents are highly satisfied with their heritage experiences in the county with only 4.2 per cent of those who responded being dissatisfied.

- The protection of heritage is considered to be very important with 90.4 per cent of respondents strongly agreeing that heritage should be protected. It is felt that Wicklow County Council, Duchas, and An Taisce are the organisations most responsible for the protection of heritage.
- Residents see Wicklow County Council, the Department of the Environment and the Office of Public Works as having the greatest positive effect on heritage in the county. Property developers and the Department of Agriculture are seen as the agents with the greatest negative effect.
- There is little knowledge relating to the laws protecting heritage. Only 28.2 per cent indicate a level of awareness of these laws with 11.2 per cent claiming to be familiar with them. There is also a lack of awareness of the Council's heritage initiatives. About four out of five of the population had not heard of the County Heritage Plan and were unaware that there is a County Heritage Officer.
- There is a strong sense of Government participation in heritage with 79.6 per cent stating that the government should offer incentives to encourage heritage preservation, while 58.8 per cent approve of public funding of all aspects of heritage.
- Overall, the most intentionally experienced form of heritage was buildings, although in the preceding twelve months it was natural heritage. The most frequently visited built heritage sites were Glendalough Monastic Settlement, Wicklow Gaol and Baltinglass Abbey. The natural heritage of greatest interest was coastal walking routes, Wicklow Mountains National Park and Glendalough. Traditional music sessions, set dancing and visiting an arts centre were the most popular forms of cultural heritage.
- The majority of people (52 per cent) visited heritage as part of a family unit, and there is a strong sense of utilising the natural environment for leisure activities such as walking. People are deterred from visiting heritage by poor access to

walking areas, poorly maintained walking routes, car park charges and entry fees. They were also concerned about the problem of litter.

- Visiting heritage was seen as the main source of information on heritage over all age categories. More than half the people in Wicklow feel they need more information on heritage and 76.2 per cent are interested in having a better knowledge. Respondents cited radio/tv, internet, libraries and exhibitions as the information sources they were likely to use. This contrasts with their actual main sources which were visiting heritage sites and newspapers. Almost one third of respondents (31.8 per cent) feel they are prevented from visiting heritage primarily due to a lack of information and the cost involved. The main inhibiting factor for the 15-24 age group was a lack of transport.
- The main motivational factor for visiting heritage was the physical beauty of the areas visited followed by the need for relaxation and a "day out". Almost eight in ten (79 per cent) felt that heritage contributed to their quality of life and residents see preservation of existing heritage as a priority. There is also a belief there is a need for better advertising, awareness campaigns, and improved access to heritage.
- Although 77.4 percent of respondents believe that heritage protection is everyone's responsibility there is a low voluntary participation rate, with 83.9 per cent not involved. In excess of one quarter of respondents (26 per cent) say they intend to become involved when they are older, and almost eight out of every ten expressed pride in their heritage.
- Wicklow people have a strong sense of place and deep pride in their heritage. They strongly support measures to conserve and protect this heritage including the spending of public funds. They are most aware of built heritage, least aware of cultural heritage, and most interested in natural heritage.
- There is a perception that the conservation and protection of heritage is primarily the responsibility of statutory authorities even though eight out of ten people believe that it is everyone's responsibility to protect heritage. Notwithstanding

this there is a low participation rate in voluntary conservation and protection of heritage.

- There is deficient knowledge of the laws protecting heritage and there is a low level of awareness of Wicklow County Council's role and initiatives to protect heritage.
- There is strong awareness of government participation in heritage preservation and strong support of public funding of all aspects of heritage.
- Visiting heritage is seen as the main source of information on heritage and a main inhibiting factor in preventing people enjoying heritage is a lack of transport.

Recommendations

The aim of the Wicklow County Heritage Plan is to conserve the natural, built and cultural heritage of the county, and to increase awareness and enjoyment of it among the people of Wicklow. The findings of this study identify some issues and solutions to be considered in heritage policy formulation.

- The primary reasons for visiting heritage sites were the physical beauty of the area and a need for relaxation. This implies support for the preservation and conservation of Wicklow landscapes and the provision of walking routes.
- A lack of transport is preventing Wicklow people maximising their enjoyment of heritage. This is particularly so for the 15-24 age group any improvement in public transport could help reduce this inhibiting factor.
- Initiatives to increase Wicklow people's sense of "ownership" of heritage could lead to increased voluntary participation in measures to protect and conserve heritage.
- Young people feel they cannot afford to spend time working for free on heritage initiatives. This group should be specifically targeted by an awareness program to

stimulate their sense of the value to them of heritage and the importance of their participation in its protection.

- There is a belief among Wicklow people that heritage initiatives are primary aimed at attracting tourists. This implies a need to publish the fact that most heritage initiatives are carried out primarily for the benefit and enjoyment of local people.
- While Wicklow people are aware that Wicklow County Council has a role in heritage sustainability they lack appreciation of the detail and importance of this role. Opportunities to increase public awareness of local authority initiatives and plans should be vigorously pursued.
- Wicklow people get most enjoyment from natural heritage. For this reason they support the conservation of Wicklow landscapes and the provision of walking routes. This would support the need for measures to conserve Wicklow's natural environment through careful planning.

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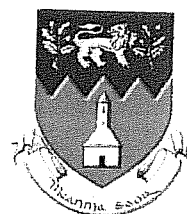
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Appendix 1: Cover Letter and Questionnaire issued to Wicklow Residents



**Heritage Awareness Study,
Heritage Office,
County Buildings,
Wicklow County Council,**

Dear Resident,

The attached questionnaire is part of a project initiated by Wicklow County Council in association with the Heritage Council. This project is examining the public's current level of awareness in the area of heritage. I am interested in the public's attitude to heritage within county Wicklow. This research is being undertaken as part of my Masters thesis in the Dublin Institute of Technology.

You have been randomly selected to participate in the study and your involvement is voluntary, but I would greatly appreciate your cooperation. Participation involves completing and returning the enclosed questionnaire by the 26th of April 2005. This may be returned in the pre-addressed envelope supplied.

All information gathered will be treated in the strictest of confidence. Your name and address are not required and will not be used in any way. The information gathered from these questionnaires will be compiled and only the aggregated results will be made available to the Heritage Office in Wicklow County Council. This will be of benefit to them in formulating Heritage policy. This questionnaire is your opportunity to state your opinion and help to directly shape policy regarding Heritage in county Wicklow.

I recognise that there are many demands on your time. However, your involvement in this research, by returning the questionnaire, would enhance the accuracy of my study. If you wish to speak to me regarding any aspect of the questionnaire or wish to clarify any issue you may contact me on 086 8888610.

Thank you for your help and cooperation.

Yours sincerely,

Anne Dagg

County Wicklow Heritage Awareness Survey.

Dear Resident,

The purpose of this questionnaire is to assess current levels of Heritage Awareness in County Wicklow.

All information supplied is strictly confidential.

No names or reference to you or your address will appear in any of the research.

Please write your answers in block capitals.

The questionnaire should take no longer than 10 minutes

Please complete the following:

A1. I live in: East Wicklow ☐
West Wicklow ☐

A2. I live in a:
Village ☐
Town ☐
Rural area ☐

A2 (b) Please name the town, village or rural area you live in (without stating your exact address)

A3. Gender:
Male ☐
Female ☐

A4. Marital Status:
Single ☐
Married ☐
Other ☐ _____

A5. Please tick your age range:
15-24 ☐
25-34 ☐
35-49 ☐
50+ ☐

A6. Please tick your **employment** status:

Student ☐

Unemployed ☐

Retired ☐

Self employed ☐

Other ☐ _____

A7.

Please

state

your

Occupation _____

Section One: General Heritage Awareness.

1. What if anything, do you understand by, or think of as Heritage?

2. Listed below are various things that may or may not be described as Heritage.
Please indicate your opinion for **each one** by ticking the appropriate column opposite.

	Definitely Heritage	Probably Heritage	Unsure Don't Know	/	Probably not Heritage	Definitely not Heritage
Archaeological Objects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Discos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Pre-historic sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Street-scapes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Churches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Thatched Cottages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Country Houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Fauna e.g. animals, wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Flora e.g. Plants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Geology/Geographical features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Heritage Gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Inland Waterways e.g. rivers, canals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Bridges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Railways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Graveyards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Landscapes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Monuments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Castles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Historic Buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Supermarkets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Seascapes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Coastlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Scenic Views	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Wildlife Habitats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Your back garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Shipwrecks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

2b. Please add in any items you think should be considered as Heritage that are not present in the above table:

3. Could you indicate how interested you are in the following, ticking the appropriate column opposite:

	Very interested	Fairly interested	Neither interested nor uninterested	Fairly uninterested	Very uninterested
Reading about Heritage issues in your local paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting Heritage attractions inside Wicklow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting Heritage attractions outside Wicklow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting natural Heritage e.g National parks, nature reserves, parks and scenic areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating in cultural Heritage e.g Irish dancing, traditional music, Irish literature, Irish plays, field sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting archaeological sites e.g Stone age structures, Bronze Age burial sites, Early Christian settlements, Medieval castles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Folklore	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historical artefacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Archaeological excavations in Wicklow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Observing wildlife e.g Bird watching, studying nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enjoying recreational time in the countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating in local traditions and customs e.g St Patricks day parade, commemoration ceremonies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving the characteristics of Wicklow's towns and villages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving old structures e.g buildings, bridges, railways,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conservation of the natural environment and wildlife e.g native woodland, coastlines, bogs, views, birds, animals, insects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Wicklow's heritage to promote tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having access to information on Wicklow's heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tidy towns competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking routes e.g seaside walks, river walks, hill walks & woodland walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 (a) What would you consider the **benefits**, if any, of **protecting our Local Heritage**? (Please tick the relevant box/boxes)

- Protecting Our Roots ☐
- Protecting Our Identity ☐
- Economic Benefits ☐
- Don't Know ☐
- Health Benefits ☐
- Educating People ☐
- Enhancement of Peoples Enjoyment/Human Experience ☐
- Other _____

4 (b) How do you think **protecting Wicklow's Heritage could be improved**?

5. Which of the following statements **best describes** the **importance** of protecting our Heritage?

Protecting our Heritage is:				
Very important	Fairly important	Don't Know	Fairly unimportant	Very unimportant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Which of the following are the **four main** sources of **your** information on Wicklow Heritage? (Rank them in order where '1' is placed in the in the box beside your main source of information 2 is the second most important etc.)

- | | | |
|--|--|---|
| Visiting heritage sites <input type="checkbox"/> | National radio <input type="checkbox"/> | Work <input type="checkbox"/> |
| Visitors/tourists/friends <input type="checkbox"/> | Literature/books <input type="checkbox"/> | Primary school <input type="checkbox"/> |
| Parents/family/neighbours <input type="checkbox"/> | Secondary school <input type="checkbox"/> | Newspapers <input type="checkbox"/> |
| Local history society <input type="checkbox"/> | College/ University <input type="checkbox"/> | TV <input type="checkbox"/> |
| Local heritage society <input type="checkbox"/> | Local radio <input type="checkbox"/> | Internet <input type="checkbox"/> |
| Magazines <input type="checkbox"/> | Other _____ | |

7. What organisations do you think are **responsible** for Heritage in Wicklow?

SECTION TWO: PERSONAL EXPERIENCES OF HERITAGE

This section, refers to natural, built and cultural Heritage. **Natural**, is animals, plants and the environment; **Built**, is physical structures or archeological sites and; **Cultural**, refers to music, dancing, and literature

8. Have you **intentionally experienced** any of the following in Wicklow?

	Ever		Past Year	
	Yes	No	Yes	No
Natural Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Built Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Can you **list** different Heritages you intentionally experienced in Wicklow within the last 12 months.

(a) Natural: _____ / _____ / _____ /

(b) Built: _____ / _____ / _____ /

(c) Cultural: _____ / _____ / _____ /

10. Have you ever felt you were **prevented from enjoying** Wicklow's Heritage?
Yes ☐ No ☐ (Please comment)

11. What **prevents / discourages** you from visiting the above: (Please tick relevant boxes / comment)

Lack of transport ☐ Poor physical access to Heritage sites ☐ A feeling of social exclusion ☐

The cost involved ☐ Lack of information about Heritage ☐ No interest in Heritage ☐

Young family/baby ☐ Lack of facilities for disabled people e.g. wheelchair access ☐

Any other reasons (please specify) _____ / _____ / _____

NOTE:

If you **have not** experienced Heritage in Wicklow in the **past 12 months** please go to **question 16**.
If you **have** experienced heritage in Wicklow please go to **question 12**.

12. What was your **motivation** for the visiting any of the previous?

I felt a sense of belonging to the location visited	<input type="checkbox"/>
I wanted to feel emotionally involved with aspects of heritage	<input type="checkbox"/>
I felt obliged to visit as it was part of heritage	<input type="checkbox"/>
Because of the physical beauty of the area	<input type="checkbox"/>
It was a school tour	<input type="checkbox"/>
It was on my way to somewhere else	<input type="checkbox"/>
I wanted to relax	<input type="checkbox"/>
I wanted to learn about heritage	<input type="checkbox"/>
Because of its historic background	<input type="checkbox"/>
I wanted a day out	<input type="checkbox"/>
There was no entrance fee	<input type="checkbox"/>
I felt it would be entertaining	<input type="checkbox"/>
Other (please specify) _____	

13. How satisfied are you with your overall experience of County Wicklow's Heritage.

Very satisfied	Fairly satisfied	Neither satisfied nor dis-satisfied	Fairly dis- satisfied	Very dis-satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Where did you hear about the Heritage you experienced?

Leaflets	<input type="checkbox"/>
Heritage week literature	<input type="checkbox"/>
Tourist Office	<input type="checkbox"/>
Local Knowledge	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

15. Did you go as part of a **group, a family or an individual**? (Please tick).

Individual <input type="checkbox"/>	Family <input type="checkbox"/>	Group <input type="checkbox"/> Please specify _____
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SECTION THREE: ATTITUDES TOWARDS HERITAGE

16. Below are some statements people have made in relation to Heritage- can you indicate your opinion by ticking the relevant box?

	Agree Strongly	Agree Slightly	Neither agree nor disagree	Disagree Slightly	Disagree Strongly
Heritage should be protected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am proud of Heritage in Wicklow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to know more about Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am actively involved with Heritage at a local level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Government spends too much money on Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When you think of Heritage you think of your local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxpayers money should be used to fund Heritage protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People should be penalised for not preserving Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Government should offer incentives to encourage Heritage protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am too busy to be involved with Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our heritage is aimed at foreign tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schools should play a more active role in Heritage education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage is protected for tourists' benefit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No matter how much money it costs our Heritage should be protected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I intend becoming more involved with Heritage when I am older	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage protection is everyone's responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am familiar with the laws used to protect our National Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Local Authority should spend more on Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Do you feel there are enough information resources available to you on Heritage?

Yes ☐ No ☐ (Please comment)

18. Which of the following Heritage information resources would you use?

Library ☐ Audio visual displays ☐ Internet/websites ☐
Lectures/talks ☐ Radio/ TV ☐ Exhibitions ☐
Archives ☐

19. Which of the following do you feel has the greatest effect on Heritage in Wicklow? (Please tick three positive options and 3 negative options)

	Positive Effect	Negative Effect
County Council	<input type="checkbox"/>	<input type="checkbox"/>
Department of Agriculture	<input type="checkbox"/>	<input type="checkbox"/>
Department of the Environment, Heritage & Local Government	<input type="checkbox"/>	<input type="checkbox"/>
FAS	<input type="checkbox"/>	<input type="checkbox"/>
LEADER	<input type="checkbox"/>	<input type="checkbox"/>
Office of Public Works	<input type="checkbox"/>	<input type="checkbox"/>
Tourists	<input type="checkbox"/>	<input type="checkbox"/>
REPS(Rural Environment Protection Scheme)	<input type="checkbox"/>	<input type="checkbox"/>
The Heritage Council	<input type="checkbox"/>	<input type="checkbox"/>
Historical Societies	<input type="checkbox"/>	<input type="checkbox"/>
I am personally Responsible for Heritage	<input type="checkbox"/>	<input type="checkbox"/>
Property Developers	<input type="checkbox"/>	<input type="checkbox"/>
Voluntary Organisations	<input type="checkbox"/>	<input type="checkbox"/>
Environmental Groups	<input type="checkbox"/>	<input type="checkbox"/>
Government Organisations	<input type="checkbox"/>	<input type="checkbox"/>
Non Government Organisations (NGO's)	<input type="checkbox"/>	<input type="checkbox"/>
Local Heritage Groups	<input type="checkbox"/>	<input type="checkbox"/>

20. Have you heard of the County Heritage Plan for Wicklow?
Yes ☐ No ☐

21. Does Wicklow have a Local Authority Heritage Officer?
Yes ☐ No ☐ Don't know ☐

22. Do you think your elected representatives are doing enough to protect Heritage?
Yes ☐ No ☐ (Please comment)

23. Do you think Heritage **contributes** to your **quality** of life?
Yes ☐ No ☐ (Please comment)

24. Do you know what the **Local Authorities** role is in relation to Heritage?
Yes ☐ No ☐ (Please comment)

25. What do you think **should be the priorities** for Heritage in your local area?

26. Do you **volunteer** to participate in activities to preserve Heritage?
Yes ☐ No ☐

- 26 (b) **If No,** would you **volunteer** to participate in activities to preserve Heritage?
Yes ☐ No ☐

- 26 (c) Please indicate your **attitude** regarding **volunteer activities** to preserve Heritage

I might feel unwelcome <input type="checkbox"/>	I have no experience in the area of working in Heritage <input type="checkbox"/>
It wouldn't be fun <input type="checkbox"/>	I don't know of any opportunities to participate in voluntary work <input type="checkbox"/>
It is worthwhile <input type="checkbox"/>	I can't afford to spend time working for free <input type="checkbox"/>
It makes me feel good <input type="checkbox"/>	It stops me getting bored <input type="checkbox"/>
Its pointless <input type="checkbox"/>	It is a way to meet people <input type="checkbox"/>
I have nothing else to do <input type="checkbox"/>	I want to preserve heritage for the future <input type="checkbox"/>
It's a hobby <input type="checkbox"/>	People would think I am a 'do-gooder' <input type="checkbox"/>
I have no time <input type="checkbox"/>	
Other (please specify) _____	

27. Can you suggest **activities** or **projects** you feel could **promote community involvement** in Heritage?

28. Do you think Heritage protection prevents development?

Yes ☐ No ☐

29. Have you any further comments or suggestions to make regarding Wicklow's Heritage?

Thank you for your time. It is really appreciated and your comments will add to the work of this study.

Yours Sincerely
Anne Dagg

APPENDIX 2: INTERVIEW QUESTIONS

1. **Interviewer:** What does heritage mean to you?
2. **Interviewer:** Do you think heritage impacts on your life?
3. **Interviewer:** What are the current needs of Wicklow residents in regard to their awareness and understanding of heritage?
4. **Interviewer:** What is the role of the Local Authority with regard to heritage?
5. **Interviewer:** In your opinion does the Local Authority fulfil this role?
6. **Interviewer:** Do your elected representatives do enough to protect heritage?
7. **Interviewer:** Are you aware of a Heritage Officer in County Wicklow?
8. **Interviewer:** Who is it?
9. **Interviewer:** To what extent has your local Heritage Officer led to more effective retention, preservation, conservation of Wicklow's Heritage?
10. **Interviewer:** Is the level of Heritage preservation in County Wicklow adequate?
11. **Interviewer:** Why/Why not?
12. **Interviewer:** What heritage events/items of heritage have you experienced?
13. **Interviewer:** What was the main reason for experiencing this event/item?
14. **Interviewer:** How did you find your overall experience?
15. **Interviewer:** What appeals/deters you from experiencing heritage?
16. **Interviewer:** What would be your main way you hear about Wicklow's heritage?
17. **Interviewer:** Can you think of how Wicklow's heritage could be improved?
18. **Interviewer:** What is your opinion on participating in heritage preservation?
19. **Interviewer:** Do you think property development is impacting on Heritage in County Wicklow?
20. **Interviewer:** Can you see a value in having arranged activities to promote heritage awareness in County Wicklow?
21. **Interviewer:** What activities would you encourage?

APPENDIX 3: INTERVIEW ONE

1. **Interviewer:** What does heritage mean to you?

Interviewee: To me it relates to aspects of the past, such as areas of natural beauty, historic buildings, sea faring, traditional work places. Areas to walk in are particularly important and having reasonable access to them. I find access a problem currently and have been denied access to areas I have walked in for many years.

2. **Interviewer:** Do you think heritage impacts on your life?

Interviewee: Yes I do as it fosters traditional Irish values and provides stability within our community. I think this contributes to my quality of life as a native of Wicklow Town and also contributes to my family life.

3. **Interviewer:** What are the current needs of Wicklow residents in regard to their awareness and understanding of heritage?

Interviewee: Well, I think there is plenty of information about heritage at national level but information diminishes at regional level. There needs to be more information available to people at local level. An awareness campaign to keep people abreast of current issues should be run.

4. **Interviewer:** What is the role of the Local Authority with regard to heritage?

Interviewee: I believe that the local authority should be the guardians of our heritage. How much they do in practice I am not a hundred percent sure on though.

5. **Interviewer:** In your opinion does the Local Authority fulfil this role?

Interviewee: It does not seem to be the case. For example with regard to planning. Planning permission seems to be granted which destroys town and landscapes and in my opinion there is little control of property speculation.

6. **Interviewer:** Do your elected representatives do enough to protect heritage?

Interviewee: Elected representatives have no power to influence protection of heritage in the local area. The county managers control such matters and are not sensitive to local requirements, they overrule the views of locally elected representatives on many matters of local importance especially on development which destroys heritage.

7. **Interviewer:** Are you aware of a Heritage Officer in County Wicklow?

Interviewee: Oh God, em...I honestly have never heard of one mentioned.

8. **Interviewer:** Who is it?

Interviewee: N/A

9. **Interviewer:** To what extent has your local Heritage Officer led to more effective retention, preservation, conservation of Wicklow's Heritage?

Interviewee: N/A

10. **Interviewer:** Is the level of Heritage preservation in County Wicklow adequate?

Interviewee: I feel elected representatives should have more authority in deciding matters which impact on our heritage. Em, I also am concerned about walking rights of way which are heritage to me and how these seem to be being removed by landowners.

11. **Interviewer:** Why/Why not?

12. **Interviewer:** What heritage events/items of heritage have you experienced?

Interviewee: I have experienced items of natural and built heritage in my local area. For example the Murrough, Broad lough, South cliff walk, Kilmacurragh gardens and Mount usher gardens. The Black Castle, Wicklow Harbour and Wicklow Lighthouse are also places I visit regularly as they are so close by.

13. **Interviewer:** What was the main reason for experiencing this event/item?

Interviewee: It's part of where I am from, I belong to the area and I was interested in the history of my area and also they are places of beauty where you can spend recreational time.

14. **Interviewer:** How did you find your overall experience?

Interviewee: I have for the most part found my experiences pleasant

15. **Interviewer:** What appeals/deters you from experiencing heritage?

Interviewee: One deterring factor is being prevented walking in an area near Wicklow lighthouse. I have used the walking route since 1950 and now I cannot as it has been fenced off by the landowner.

16. **Interviewer:** What would be your main way you hear about Wicklow's heritage?

Interviewee: Knowledge of local history would have been passed on to me from my parents and also from what I would hear locally. Visiting heritage sites is informative and I am a member of the historical society.

17. **Interviewer:** Can you think of how Wicklow's heritage could be improved?

Interviewee: Well, I think the council should consult with residents on heritage issues and there needs to be better control of speculators by local authorities.

18. **Interviewer:** What is your opinion on participating in heritage preservation?

Interviewee: I think heritage preservation gives us a sense of local pride and stability within our community. It is definitely worthwhile participating in.

19. **Interviewer:** Do you think property development is impacting on Heritage in County Wicklow?

Interviewee: I think property development and heritage can go hand-in-hand under the guidance of a responsible group. Destruction of a heritage site or place of natural beauty can never be recovered or reconstructed. Development must be prudent and while providing better economics and standards of living it must never destroy heritage which we must pass on to future generations. There is a saying that underpins my thoughts here "If all the world was turned to gold, mankind would die for the want of a handful of dirt". I believe the headland, immediately south of Wicklow town known as "Brides Hill" is in danger from developers. The area is outstandingly beautiful

20. **Interviewer:** Can you see a value in having arranged activities to promote heritage awareness in County Wicklow?

Interviewee: Well anything that makes people aware is useful and if activities are arranged in the right way they could provide people with knowledge, enjoyment and a new found respect for heritage.

21. **Interviewer:** What activities would you encourage?

Interviewee: I think a module on heritage in the schools curriculum at both primary and secondary would be useful. The council should promote local history groups. Activities such as seminars and arranged walks about local heritage assets would inform people of what is available in the area. This could also promote community involvement in heritage. I think a positive attitude towards heritage by county and urban councillors would go a long way to.

APPENDIX 4: INTERVIEW TWO

1. **Interviewer:** What does heritage mean to you?

Interviewee: I suppose to me its anything from the past that gives us a sense of identity and educates us about our ancestors.

2. **Interviewer:** Do you think heritage impacts on your life?

Interviewee: Yes as the preservation of areas which are largely unspoilt by development allows everyone to share in the natural beauty of our country. For me heritage means keeping our environment healthy providing us with pleasant walks and letting us be close to nature

3. **Interviewer:** What are the current needs of Wicklow residents in regard to their awareness and understanding of heritage?

Interviewee: I think there needs to be more awareness for example people can access heritage if they want and there is plenty of information on heritage available in the library if people only access it. If people are interested in heritage they will find out about it. Perhaps activities would access people who just haven't ever felt the need for involvement in heritage and would therefore enable people to understand more about local heritage.

4. **Interviewer:** What is the role of the Local Authority with regard to heritage?

Interviewee: Em, I am not totally sure. I think they fund short and long term projects which preserve archives and historical sites. They inform the public of places to visit and enjoy. I think they also play a role in opposing development which threatens heritage.

5. **Interviewer:** In your opinion does the Local Authority fulfil this role?

Interviewee: I feel that certain issues need to be addressed by the local authority such as litter prevention and curtailment of residential development. I am sorry that one off developments are to be allowed in Wicklow. I also feel that they should arrange more community events celebrating local heritage.

6. **Interviewer:** Do your elected representatives do enough to protect heritage?

Interviewee: In a word no. I think this new lapse on one off housing is going to be a disaster we will end up like Connemara where bungalows have compromised the look of the area.

7. **Interviewer:** Are you aware of a Heritage Officer in County Wicklow?

Interviewee: Yes

8. **Interviewer:** Who is it?

Interviewee: Deirdre Burns isn't it? I have seen her name in the Wicklow people to do with a heritage talk I think.

1. **Interviewer:** To what extent has your local Heritage Officer led to more effective retention, preservation, conservation of Wicklow's Heritage?

Interviewee: Well having a County Heritage plan probably involved her at some level and of course this awareness study being carried out for the heritage office. I think it is a good starting point for the heritage officer to implement a framework to promote heritage in the county and address the concerns and needs of local people.

2. **Interviewer:** Is the level of Heritage preservation in County Wicklow adequate?

Interviewee: I think that there is a lot of focus on sites under state control such as popular ones like Glendalough but Wicklow has so much heritage some of which is in private ownership and I would have my doubts about whether it is being preserved adequately.

3. **Interviewer:** Why/Why not?

Interviewee: Well upkeep of large period country houses is costly especially to preserve them in their original state. My own property is a period property and to maintain the grounds alone I need to employ a gardener this is costly and I am unable to do the work needed myself. There are of course grants available for the house but the amount of money is so little I don't bother applying for it and also the mind boggles at how much paperwork there would be.

4. **Interviewer:** What heritage events/items of heritage have you experienced?

Interviewee: I have visited scenic areas and historic sites in the county but probably my main source of experiencing heritage events would be through my traditional music group and going to the mermaid arts centre or various cultural activities

5. **Interviewer:** What was the main reason for experiencing this event/item?

Interviewee: I am interested in Irish culture and enjoy Irish music and plays as a recreational pastime.

6. **Interviewer:** How did you find your overall experience?

Interviewee: I have found most of my experiences of heritage to be enjoyable. However walking routes such as Greystones beach are unpleasant due to litter and it spoils the impression of the area.

7. **Interviewer:** What appeals/deters you from experiencing heritage?

Interviewee: I can't think of anything other than bad weather and of course the litter problem that would deter me.

8. **Interviewer:** What would be your main way you hear about Wicklow's heritage?

Interviewee: I suppose newspapers and of course the library books I have read.

9. **Interviewer:** Can you think of how Wicklow's heritage could be improved?

Interviewee: There should be major restrictions on signage as road signs are glary and unsightly. I think smaller towns should keep the traditional signposts, you know the old black and white ones.

10. **Interviewer:** What is your opinion on participating in heritage preservation?

Interviewee: I would participate if I was asked but I have never done anything in relation to heritage preservation so I may be useless at helping and old age is becoming a problem.

11. **Interviewer:** Do you think property development is impacting on Heritage in County Wicklow?

Interviewee: Well I think they would build wherever they were let we need to ensure that green areas are kept and heritage areas are not impinged upon.

12. **Interviewer:** Can you see a value in having arranged activities to promote heritage awareness in County Wicklow?

Interviewee: Yes if they were a social outing.

13. **Interviewer:** What activities would you encourage?

Interviewee: I feel re-enactments of historic events, fairs, clean-up days which would be followed by outdoor parties such as community picnics would act as an incentive to encourage involvement in heritage.

APPENDIX 5: INTERVIEW THREE

1. **Interviewer:** What does heritage mean to you?

Interviewee: Heritage to me is about artefacts, building, ancient sites monuments and ruins. Anything of historical interest I suppose.

2. **Interviewer:** Do you think heritage impacts on your life?

Interviewee: I haven't really thought about it. It does contribute to my enjoyment of free time, as it provides me with areas to visit and peaceful locations to relax.

3. **Interviewer:** What are the current needs of Wicklow residents in regard to their awareness and understanding of heritage?

Interviewee: Id like to see local museums in large towns, these could be put together by local people under the guidance of the council. The museum could depict stories of past events, local characters and artefacts. This would really raise awareness

4. **Interviewer:** What is the role of the Local Authority with regard to heritage?

Interviewee: Well I think there main role is to do with planning and development control as for funding heritage initiatives locally I don't know if they do that.

5. **Interviewer:** In your opinion does the Local Authority fulfil this role?

Interviewee: As regards planning for the most part I think yes but they should publicise heritage more. When you go in to the council buildings why not have exhibits like those of the art exhibits only to do with heritage. At least then people would be more aware of what they actually do.

6. **Interviewer** Do your elected representatives do enough to protect heritage?

Interviewee: Em, I don't think heritage is a high profile issue. Other more pressing issues such as housing, health education are more in focus. If there were votes to be gained I would imagine they would do more.

7. **Interviewer:** Are you aware of a Heritage Officer in County Wicklow?

Interviewee: I don't actually know if there is one but I'm guessing there must be if the original survey you got me to fill in was for the Heritage office there must be an officer running it.

8. **Interviewer:** Who is it?

Interviewee: N/A

9. **Interviewer:** To what extent has your local Heritage Officer led to more effective retention, preservation, conservation of Wicklow's Heritage?

Interviewee: N/A

10. **Interviewer:** Is the level of Heritage preservation in County Wicklow adequate?

Interviewee: It probably is but I am not well informed enough to comment. I suppose I would only be aware of heritage preservation through controversies such as road building through the glen of the downs.

11. **Interviewer:** Why/Why not?

Interviewee: N/A

12. **Interviewer:** What heritage events/items of heritage have you experienced?

Interviewee: I bring the children to areas that they can have a good run around at the weekends so I suppose Glendalough and Avondale estate are the two places we would have gone to most frequently.

13. **Interviewer:** What was the main reason for experiencing this event/item?

Interviewee: We go as a family purely for relaxation, because of the wide open space and the natural beauty of these areas. They are clean and I don't feel they are in danger when they are playing. The facilities for barbequing in Glendalough and the picnic area are great and of course with children you always need wash room facilities which are also available.

14. **Interviewer:** How did you find your overall experience?

Interviewee: The experiences have always been pleasant except in the height of the summer it can be so busy at weekends but everyone has to live its unreasonable to expect these beautiful areas to be deserted.

15. **Interviewer:** What appeals/deters you from experiencing heritage?

Interviewee: Well the previous reasons about space are what appeal to me and the cost of paying can deter me at times.

16. **Interviewer:** What would be your main way you hear about Wicklow's heritage?

Interviewee: Just what I would hear locally I don't go looking for information on heritage. If it's in front of me I will read about it. I think the Wicklow people and Wicklow times should have weekly heritage articles then I would definitely know a hell of a lot more.

17. **Interviewer:** Can you think of how Wicklow's heritage could be improved?

APPENDIX 6: INTERVIEW FOUR

1. **Interviewer:** What does heritage mean to you?

Interviewee: Heritage to me is part of what makes us feel Irish or belonging to Ireland.

2. **Interviewer:** Do you think heritage impacts on your life?

Interviewee: Yes without heritage we would have a concrete and stagnant country without a background or history. It's great to be able to access the past through what's preserved from times past.

3. **Interviewer:** What are the current needs of Wicklow residents in regard to their awareness and understanding of heritage?

Interviewee: I think there is a need for more awareness as regards environmental issues such as littering as looking after the environment protects our natural heritage.

4. **Interviewer:** What is the role of the Local Authority with regard to heritage?

Interviewee: I don't know what they do.

5. **Interviewer:** In your opinion does the Local Authority fulfil this role?

Interviewee: N/A

6. **Interviewer:** Do your elected representatives do enough to protect heritage?

Interviewee: I certainly hear Dick Roche speaking a lot about the environment and heritage. I can't comment on whether he or other representatives do enough though.

7. **Interviewer:** Are you aware of a Heritage Officer in County Wicklow?

Interviewee: No

8. **Interviewer:** Who is it?

Interviewee: N/A

9. **Interviewer:** To what extent has your local Heritage Officer led to more effective retention, preservation, conservation of Wicklow's Heritage?

Interviewee: N/A

10. **Interviewer:** Is the level of Heritage preservation in County Wicklow adequate?

Interviewee: I think there are too many new housing developments and they are ruining the countryside. Ireland is known for its forty shades of green but this is fast disappearing.

11. **Interviewer:** Why/Why not?

Interviewee: N/A

12. **Interviewer:** What heritage events/items of heritage have you experienced?

Interviewee: I have gone to the Saint Patrick's Day parades and the National Park.

13. **Interviewer:** What was the main reason for experiencing this event/item?

Interviewee: It was a family day out and a way to unwind from work.

14. **Interviewer:** How did you find your overall experience?

Interviewee: It was fine I can't say there was anything wrong with it.

15. **Interviewer:** What appeals/deters you from experiencing heritage?

Interviewee: I never feel deterred when I can access areas free of charge. Unfortunately I am separated and have a young family so money is an issue where entrance charges apply. I would probably take them to more places if they were free.

16. **Interviewer:** What would be your main way you hear about Wicklow's heritage?

Interviewee: Through family and having studied history in university.

17. **Interviewer:** Can you think of how Wicklow's heritage could be improved?

Interviewee: I think by keeping the topic of heritage to the fore it will encourage people to be aware of what is around the county.

18. **Interviewer:** What is your opinion on participating in heritage preservation?

Interviewee: I really can't participate due to having children they take up all my time but when they are older I would consider getting involved. I have great admiration for those who give up their time to help.

19. **Interviewer:** Do you think property development is impacting on Heritage in County Wicklow?

Interviewee: Development is necessary because the population is growing but serious thought needs to go into planning and design of houses. I don't want to live in a concrete jungle. Why don't the council encourage traditional type of homes.

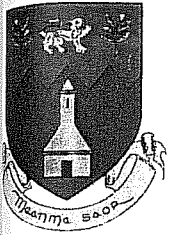
20. **Interviewer:** Can you see a value in having arranged activities to promote heritage awareness in County Wicklow?

Interviewee: Yes people would enjoy it if they were family orientated and at times when people could go.

21. **Interviewer:** What activities would you encourage?

Interviewee: I think fun days in a local heritage area and nature walks for children are great. The national park activities are super but there needs to be more about other types of heritage such as local buildings.

APPENDIX 7: LETTER FROM COUNTY WICKLOW HERITAGE
OFFICER



Comhairle Chontae Chill Mhantáin
WICKLOW COUNTY COUNCIL

Aras An Chontae
Cill Mhantáin
Telefón : (0404) 20148
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Web: www.wicklow.ie

our Ref:

ur Ref: Ann Dagg
Laragh
Glendalough
Co. Wicklow

22/11/06

RE: Heritage Awareness in County Wicklow

Dear Ann,

I enclose a description of the Heritage Awareness study and its practical application by the Council since its production.

Let me know if you require any further details

Best Regards,

Deirdre Burns
Heritage Officer
TEL: 0404 20191
Dburns@wicklowcoco.ie

Heritage Plan ref: 1.2

Heritage Awareness in County Wicklow Research Project 2004-2005

The Heritage Office of Wicklow County Council with the support of The Heritage Council commissioned Ann Dagg to carry out the above research as part of her course study with Dublin Institute of Technology (DIT) in 2004. This research project investigated the community's current level of heritage awareness in County Wicklow. The study was initiated in response to objective 1 of the County Wicklow Heritage Plan 2004 -2008, action 1.2 *"Carry out a study to determine public attitudes towards heritage in county Wicklow, and to gauge the current level of awareness about heritage"*.

The key objective of the study was to gather baseline information on the level of awareness about Heritage in the County at the outset of the County Heritage Plan in 2004, with the intention of repeating this exercise in 5 years time following the 5 year lifetime of the Plan in order to gauge any changes in attitude during this period.

The Wicklow study is based closely upon the National model, co-ordinated by The Heritage Council and carried out by *Landsdowne Research* in 1995 with, follow up in 2005. The Wicklow study marks the first time that such data has been generated on a local (county) level, and is being used as a model for other local authorities.

As well as providing baseline information, the findings from this research are being used on an ongoing basis by the Wicklow Heritage Forum when drawing up and prioritising the annual work programmes for the implementation of the County Heritage Plan. To date the production of a bi-annual Heritage newsletter, and various initiatives to do with providing training for members of the public, and promoting best practice in walking trails development have been influenced directly by the findings from this research.

The complete survey can be downloaded from the web at [wicklow.ie / heritage](http://wicklow.ie/heritage).
For further information please contact:

*Deirdre Burns,
Heritage Officer,
Wicklow County Council,
County Buildings,
Wicklow Town.
Tel: 0404 20191
Dburns@wicklowcoco.ie*

IN FOCUS

THIS WEEK: Tourism survey produces interesting findings

The good, the bad and the ugly of our heritage sites

Myles BUCHANAN

A NUMBER of different factors attract visitors to County Wicklow's heritage sites, according to a survey carried out by Wicklow County Council and the Heritage Council.

The survey was carried out to try and gauge the current awareness of the heritage sites Wicklow has to offer to the public.

The monastic ruins at Glendalough are by far the most popular and frequently visited destination, but Wicklow Gaol and Ballynaglass Abbey are two other locations that are impressive to visitors.

Interestingly the study revealed that while people are most aware of built heritage, they are most interested in natural heritage with 53 per cent claiming to be very interested, and 30 per cent fairly interested. This interest is closely linked with recreational use of the environment with coastal, river and woodlands walks as well as Wicklow Mountains National Park and Glendalough featuring highly.

However people are deterred from visiting areas of natural heritage due to poor access to walking routes, poorly maintained routes, car park charges and entrance fees all putting potential visitors off. Another concern is litter.

Despite this, a staggering 95 per cent of people who visited any heritage sites or places from Wicklow were very satisfied with their experience.

However, half the people surveyed felt that more information on the heritage available in County Wicklow as needed, with 76.2 per cent of those surveyed interested in better knowledge.

Close to a third also felt that they were prevented from visiting heritage sites primarily due to a lack of information and the cost involved. The main obstacle putting off people aged 15 to 24 was a lack of suitable public transport.

What made for interesting read-

ing also was the fact that more people in Wicklow visit heritage sites than the national average, and 67 per cent of people don't feel in any way prevented from enjoying heritage.

Four out of five people weren't aware of the Council's involvement with heritage or that a Heritage Officer exists.

The challenge for Wicklow County Council is to address some of the issues raised, such as how to make information about heritage more accessible to people, the best format for communicating information, and how to make people more aware of initiatives currently taking place?

■ **GOOD:** 95 per cent of visitors happy with their experience
 ■ **BAD:** 75 per cent say there should be more information
 ■ **UGLY:** Litter a big turn-off for many

Heritage Officer says results will help in identifying areas to be improved upon

THE GARDEN COUNTY is renowned for its beauty as an ideal location to relax with a scenic walk through some of the most idyllic settings Ireland has to offer, but like any county, improvements can always be made.

A recent survey carried out by Wicklow County Council and the Heritage Council asked some 1,000 respondents for their opinions on the various heritage sites the county has to offer.

While for the most part the feedback was positive, there were a number of factors preventing people from fully appreciating the wide variety of heritage available to them.

Heritage Officer, Deirdre Burns, was instrumental in carrying out the survey and is pleased at the level of heritage awareness from people living in Wicklow.

The survey also allows the council the opportunity to carry out any improvements which might be needed to further highlight Wicklow's heritage, natural or otherwise.

'70 per cent of the people we surveyed in Wicklow felt that heritage was important for their quality of life. The whole point was to identify things to improve on.

'We are talking about things like more informa-

tion informing people of where to visit in Wicklow and the role of the council. We want to gauge the cur-

rent awareness,' comments Ms Burns. One aspect which was made obvious by the sur-

vey was the emphasis placed on walking routes and natural heritage sites by members of the public.

The council have taken this information on board and are in the process of developing further walks. Efforts

to improve the Bray to Greystones coastal walk have also been carried out with the route moved inland due to erosion.

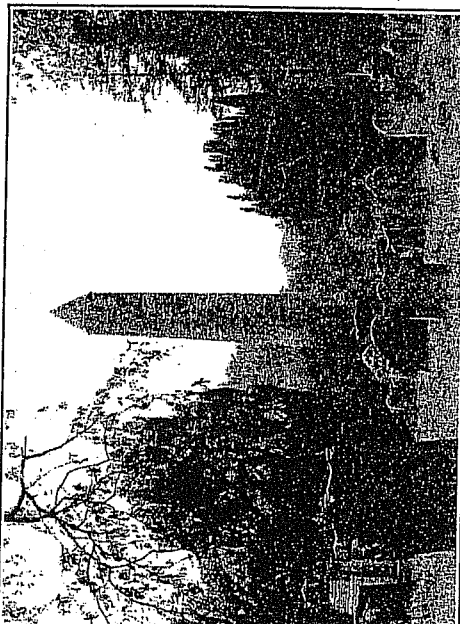
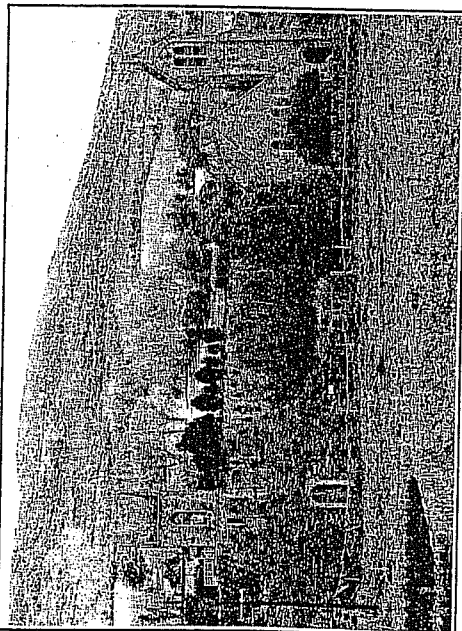
However, one big turn-off for visitors to Wicklow's heritage sites was the amount of litter in certain areas.

Parking facilities and their price and entrance fees were also noted as aspects which could potentially put people off.

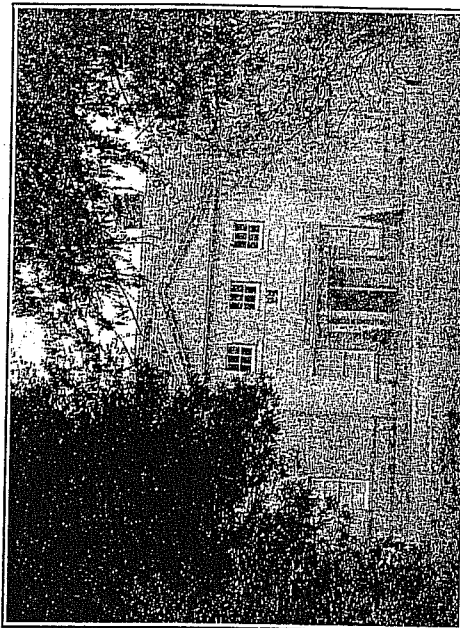
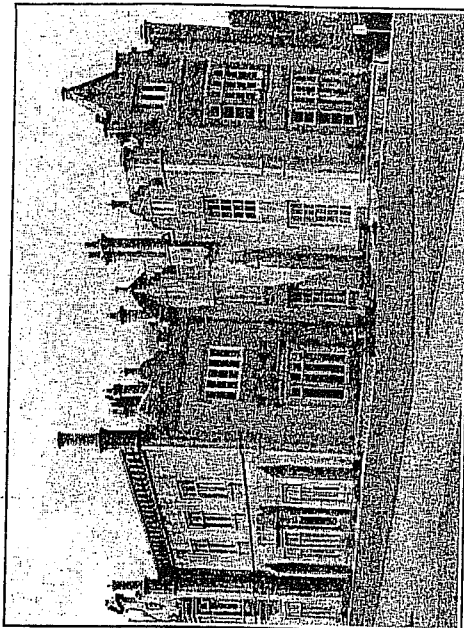
'The environment and services sections of the council are looking into the litter situation and will continue to monitor and battle the situation,' says the council's heritage officer.

'The Uplands Council and the Environment Section also are involved in a project to clean up the uplands areas. They have received some funding and are going to coordinate their efforts.

'Entrance fees were also mentioned but interestingly enough two of the top three built heritage sites that people visited, Glendalough Monastic site, Baltinglass Abbey and Wicklow Gaol are free of charge, while the top natural heritage places visited, namely Wicklow Mountains National park and coastal walking areas are completely free of charge,' she added.



Some of County Wicklow's top heritage sites. Clockwise, from top left: Baltinglass Abbey, Kildruidery House, Avondale House, and Glendalough.



APPENDIX 9: Map of County Wicklow

